INFORMANT

JANUARY, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

Dear Publishers of the Kingdom:

Jehovah's witnesses' *Yearbook* for 1947 shows us how wonderfully Jehovah has blessed His people during years of war and strife. His blessing fell upon His people because they were obedient to His commands and they loved peace. It can certainly be said, "Blessed are the peacemakers." With unity and peace reigning in the Lord's organization, an even greater witness will be given, by the Lord's grace, and this before the final battle of Armageddon. Since the war the question is asked: How can conditions in the various countries get any better? They seem to be getting worse. We know that selfishness will reign as long as the Devil remains the god of this old world. But this condition does not dishearten the peacemakers who are blessed of Jehovah.

Jehovah's witnesses know trying times, and fully appreciating their commission they have moved forward and will continue to move forward, preaching the good news of God's kingdom in all the world for a witness. Trying times have never slowed down Jehovah's witnesses!

Seeing the distress on every hand and in every nation, many persons have made inquiry as to how the pioneers can continue in the field under the difficult times and high cost of living. Theirs is a problem. All persons associated with the Society know that the pioneers obtain their literature much below the cost of production. In fact, the charge made to pioneers is nominal, but with the cost of living necessities skyrocketing, especially since controls have been taken off, one truly wonders how they get along with the margin of contributions they receive from literature. Most of them do not. The cost of everything has risen: newspapers, magazines, food, clothing, traveling, etc., and still the Society's publications are offered to the people on the same contributions as before the war. How is this possible? Only because of the contributions you have made to the Good Hopes fund of the Society. Primary consideration, however, should be given to the pioneers, their cost of living and their welfare; secondarily, consideration should be given to the cost of materials that are purchased for the manufacture of books, booklets and magazines used by the pioneers.

Let us consider for a moment the pioneer's cost of living. He must pay 50 to 60 percent more for food now than in 1938, and his income is no greater. The cost of clothes and of shoes has increased 75 percent since before the war. Accommodations are hard to find; traveling is more expensive. Would it not be well, then, for the pioneers to ask more in the way of contributions for the literature that is placed?

Secondarily, the cost of operation on the part of the Society in the manufacture of publications has increased tremendously, especially since the lifting of the OPA regulations. Newsprint, which is used in the publication of the *Awake!* magazine and the booklets, has risen 98 percent since before the war. The paper used in books and the *Watchtower* magazine has gone up 60 percent. Cloth used for covering books, 123 percent; fuel oil has risen 71 percent; coal, 67 percent; cartons used for shipping literature have gone up in price 100 percent; wrapping paper, 127 percent. All other materials used in the production of books, booklets and magazines have risen anywhere from 25 percent to 150 percent. In view of these facts, it seems advisable for the Society, through its publishers in the field, to ask for a higher contribution on the bound books only.

CHANGE IN CONTRIBUTION. Beginning May 1, 1947, the bound books will be offered to the people on a contribution of 35c; or three bound volumes for $1.00. The Society will not change the contribution asked for booklets, namely, 5c a copy, or 3 booklets on a contribution of 10c, or 7 on a contribution of 25c, using in these combinations of 3 one colored-cover booklet, one 64-page self-covered booklet, and one 32-page booklet, or, if the publisher chooses, any three booklets on a contribution of 10c. The year's subscription for *The Watchtower* and the *Awake!* magazine will remain the same, namely, $1.00.

COMPANY RATE ADJUSTMENT. The Society feels sure that with an adjustment on the company rate to publishers and the Good Hopes donations which the brethren everywhere have been sending in to the Society, it will make it possible for us to hold the rates on all publications where they are now with the exception of bound books and continue to maintain the same pioneer rates on all publications to pioneers. By increasing the rate to company publishers in proportion to the public rate on bound books, and making a slight increase on booklets and magazines to company publishers, we feel sure the Society will be able to meet all of its expenses on production and at the same time be able to place the publications with the pioneers at much below cost.

The Society will publish a new cost list on all English and foreign publications within the next two months, so that on April 1, throughout the world and in all languages, the new rates will go into effect as they pertain to companies and with a few slight changes affecting pioneers. The change of rate on bound books will go into effect May 1 as it affects the public.

All orders received in the Brooklyn office or at any Branch office after April 1 will take the new charge on the company invoices as set out next. This applies both to English and to other-language publications.

(*Continued on page 2, column 3*)

Weekly Magazine Service for All

January Opens Four-Month Subscription Campaign

Keep "Unspotted for Service of Praise"

Theocratic weekly magazine service! That is the key theme of the two-magazine subscription offer starting January. Joint subscription for *The Watchtower* and *Awake!* makes available a continued weekly flow of life-giving truth, not only to the subscriber himself, but to every member of the family. This is the first time a combination stressing weekly magazine service has been arranged. It should be presented to every person at every door in the territory.

Make no mistake. *The Watchtower* and *Awake!* offer more than just "magazine service". The world is full of that. Their magazines glorify theories of selfish men. *The Watchtower* and *Awake!* are strictly Theocratic. With its truth-telling, fearless message *The Watchtower* takes the lead in the field of Bible instruction, pointing to the God-created Messianic kingdom. And its companion *Awake!* Not an alarmist, but a magazine digging below the surface of events and things to open the reader's eyes to what is kept hidden from a drowsy world by selfish forces. These two watchful companions give a weekly service of vital instruction and news throughout the year.

If the person at the door is not in position to obtain the $2.00 joint subscription, then stress should be placed upon the all-important Bible instruction contained in *The Watchtower* which makes it the most important magazine of the day. Wherever possible the book *"Let God Be True"* should be one of the two premium books that are to be left with every joint subscription and the people encouraged to study it. However, if it is not available, press forward with whatever literature is on hand, arranging for other suitable combinations where a subscription cannot be placed.

"All Nations" Subscription Offer

As those from all nations praise Jehovah, this subscription campaign is extended to every land with a message in every tongue. *The Watchtower* is now available twice a month in Afrikaans, Danish, Finnish, French, German, Hollandish, Norwegian, Spanish and Swedish. It is published once a month in Portuguese, Greek, Italian, Polish, Russian, Slovak and Ukrainian.

We are pleased to announce that *Awake!* is now published in a Spanish edition of 32 pages, two-color, just like the English, except that it is published once a month. The Greek, Ukrainian and Portuguese editions are published in a 16-page one-color magazine, once a month. This should indeed add stimulus to the campaign. *Consolation* is now available in Afrikaans, Danish, French, Hollandish and Swedish once a month, and twice a month in German.

The subscription rate for *The Watchtower* and *Awake!* (or *Consolation*) in any language, either monthly or semimonthly, in the United States is $1.00 per year. Company publishers need remit only 75c for each subscription during campaigns where a book is given. The pioneer rate for all subscriptions is now the same as for the English *Watchtower*.

Keeping Unspotted

There is ample opportunity for the publisher to engage in the "service of praise", and plenty of literature with which to work. Utilize every feature of the work and every instrument for this international praise. Back issues of magazines should be used in conjunction with the subscription offer. Coupled with all this we have the finest instrument for the service of praise available, namely, the God-given, Theocratically-guided human voice. It is with the voice that we convey our convictions. The witness at the door, on the streets or in the homes should press forward 'unspotted for the service of praise' utilizing his knowledge and voice to spread out the cry "Oh praise Jehovah, all ye nations".

Yearbook and Calendar

The 1947 *Yearbook* and Calendar graphically describe Theocratic expansion and reconstruction in all nations. The Calendar, in pictures, carries you from one Branch office to another, each reflecting the atmosphere of the country it represents. The *Yearbook* describes the Kingdom activity carried on in these lands, and puts meat, power and life into the imaginative picture awakened by the Calendar. It reveals the work's progress despite rain, heat or cold; its expansion despite devilish opposition. In lands where the truth had barely been mentioned in times past, today there exists a living, working organization of God's people. As you read, you visualize our brethren earth-wide standing fast for the Kingdom, and being moved to action in this year of 1947 by the stirring yeartext, "Oh praise Jehovah, all ye nations."

The *Yearbook* contains stimulating experiences that will fit any condition. Our brethren elsewhere are meeting and overcoming problems similar to ours. Consider these experiences at service meetings, and let them help you meet the issue in your territory. The *Yearbook* should be used during the entire year as a source for inspiring service-meeting material. The Calendar also deserves consideration at a service meeting, with attention given to the testimony periods and alternate months' activities. Appreciation for the publishers' part in the reconstruction and expansion work will be deepened through this means.

"God's Truthfulness" Testimony Period

Truth-spreading *Watchtower* and *Awake!* Campaign Continues

Two billion copies, in 1,068 languages! That is the amazing record piled up by God's Book of truthfulness. Despite this, millions discount the Bible as unauthoritative. They still hold to religion's tradition, and thus give the truth to Satan. Jehovah's witnesses, however, refuse to deny God the truth. They follow faithfully the clear-cut path of Jesus, who said "Thy word is truth", and point to Paul's admonition at Romans 3:4, "Let God be true, but every man a liar."

During February the Lord's servants will continue to offer the foremost truth-upholding magazines published, *The Watchtower* and *Awake!* in combination at each door. To present the magazines effectively, the publisher must be filled with a burning appreciation of their worth. It is God's truthfulness that is bound up in their pages, Scriptural truthfulness, that makes one strong in faith and brings freedom and peace. First the publisher himself should study unfailingly each issue of *The Watchtower*, and experience the deep-rooted satisfaction that comes with a perusal of its pages. Then carry *The Watchtower* and *Awake!* into the field. Combine a pleasant approach, earnestness, kindness and enthusiasm with a well-prepared presentation, look to Jehovah for guidance, and subscriptions from those who seek truth will be forthcoming. Each campaign has been more successful than the one preceding; and this is positive evidence of the Lord's direction upon *public* distribution of *The Watchtower* and *Awake!*

A further requirement, however, during February and succeeding months is that of calling back on each subscriber. The "sheep" need to be fed. Their *Watchtowers* must be read and understood. Show your love for the Lord and "your neighbor as yourself" through continual return calls, and be a blessing to those who hunger for God's truthfulness.

Quota for Country

Beginning with this *Informant*, January, 1947, the monthly field service report will correspond with that appearing on all company charts. The quota for publishers is a ten-percent increase over the averages of the previous year. All quotas of hours, back-calls and book studies should be considered as a *minimum*, to be exceeded by the individual publisher to the extent that strength and opportunities permit. By means of this report all will be able to make the same comparisons for the country as a whole as are made for the individual company.

Field Service Report

MONTHLY QUOTAS FOR 1947 SERVICE YEAR

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

November 1946

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	780	173.7	61.4	7.1
Gen. Pios.	2,931	142.1	39.6	5.2
Co. Pubs.	62,253	15.0	3.7	.5

PUBLIC MEETING CAMPAIGN

Total Meetings Held 2,999

Watchtower Back-Calls

Vital to a Successful Subscription Campaign

Thousands of *Watchtower* subscriptions will be obtained in the next few months. Unless *The Watchtower* is read, however, its regular visits will not benefit the subscriber. The vital need exists for the publisher to call back and make the witness fruitful by encouraging study of the contents of this most important Bible magazine.

Within two weeks following the obtaining of each subscription the publisher should call back and leave the current issue of *The Watchtower*. Wherever possible such back-calls should be made by the publisher who obtained the subscription. Using a copy of a recent *Watchtower* and being familiar with its contents, briefly direct their attention to the leading article, showing the caption text and the development of the material supported by Bible quotations and citations. Demonstrate the use of the questions and other features showing what an invaluable aid *The Watchtower* is in Bible study. If possible, consider several paragraphs on this initial back-call. Attention might also be given to the secondary articles.

Home "Watchtower" Studies

Express your desire to call back on them, and, of course, continue to do so even though immediate interest is not manifest. Each time you call give consideration to a few paragraphs of the recent magazine and where interest is sufficiently developed arrange to conduct a study in *The Watchtower*, if they are not yet in position to attend the regular company study. This may be counted as a back-call study.

The starting of home *Watchtower* studies, however, is not intended to detract from the need and importance of book studies. Rather, the consideration of *The Watchtower* will undoubtedly show to the subscriber his great need of study of the basic Bible doctrines as are so clearly presented in the book "*Let God Be True*" and others. Every effort will be put forth to get a study started in the book.

Where circumstances warrant it will be proper to have a study of *The Watchtower* with a person of good-will as well as a book study. These studies may both be held on one evening or at different times during the week, according to the desire of the interested person. In either instance, it would be counted as one home study and the entire time required to conduct such will be counted. If both meetings are held the same evening, only one back-call is to be reported. However, if they are held on different evenings, two back-calls may be reported but only one Study Conductor's Report filled out covering both meetings of that one "home Bible study".

By diligently following through with this arrangement more effective feeding of the persons of goodwill will result and they will become strengthened to the point of associating with the organization and its activity. Keep in mind that the value of the printed page exists only as the intelligent creature fully grasps its contents. Help the subscribers to understand the contents of *The Watchtower*.

(*Continued from page 1, column 1*)

	Company	Public
Bound books	.30	.35
64-page self-covered booklets	.03	.05
32-page self-covered	.02	.05
Watchtower distributors' copies	.03	.05
Awake! distributors' copies	.03	.05
Year's subscription for *The Watchtower* and *Awake!*	1.00	1.00
No. 10 Bible	.90	1.00
No. 11 Bible	1.40	1.50
Diaglott	1.90	2.00

I feel sure the brethren everywhere will be pleased to know that due to the hearty support on the part of the publishers of the Kingdom, sending in their Good Hopes contributions to the Society, it will be able to maintain its expansion program as well as take care of the increased cost of production by adjusting company rates and increasing the contribution rate to the public on the bound books only. It is hoped that we have about reached the peak in this spiral rise of the cost of materials and that no further adjustments will have to be made for some time to come. The general opinion is that prices will never return to what they were before the second World War in any of the countries.

PAPER SUPPLIES. Another matter I should bring to your attention is that pertaining to the newsprint paper supply that we use for the publication of *Awake!* and booklets. Here in the United States the newspapers have long-term contracts with the paper mills, and they are able to get unlimited supplies or take up the entire production of a paper mill, regardless of what other customers a paper mill may have. During the war, when OPA ruled and governed the size of newspapers, it was quite easy for the Society to get its allotment of paper each year with the aid of governmental regulations. Now, with the OPA rulings off, the newspapers have selfishly taken up all the paper produced by the paper mills; and it is almost impossible to get any newsprint paper for our booklets and *Awake!* publication. It has been decided that in the Brooklyn factory we will immediately cease printing booklets and conserve all our paper for the *Awake!* magazine. If we find that we are able to get some extra quantity during 1947, what little we are able to get over our needs for *Awake!* we shall use for printing foreign-language booklets to ship to countries where there is a great scarcity of booklets.

PUBLICATIONS. In checking over the inventories of all the companies and pioneers, which inventories were sent in to the Society at the close of the service year, it is found that there are approximately 900,000 bound books in the hands of the companies and pioneers, and upward of 20,000,000 booklets. With this large storage supply on hand company publishers and pioneers should be able to have sufficient booklets for their field work. If companies run short or pioneers do not have sufficient supplies of booklets, you should order from the Society a quantity of booklets, but do not specify which kind. The Society will send to you an assortment of booklets of what it has on hand. All the company needs to do on its order is to indicate 64-page colored-cover booklets, 64-page self-covered, or 32-page self-covered booklets, and the Society will ship what it has in stock. When we are able to get newsprint paper supplies in sufficient quantities for publishing booklets, announcement will be made through the *Informant*.

I feel sure that the publishers of the Kingdom will be happy to cooperate with the stockkeepers in the various companies and with the Society in this matter of placing such booklets as we have on hand, not slacking their time in the field awaiting new publications, such as "*The Prince of Peace*", of which we have printed 2,500,000, but are unable to print any more because of the paper shortage. This may sound very strange in a country like the United States, 'the land of plenty,' but we here in Brooklyn have spent much time with paper manufacturers, trying to get our supplies for 1947. You may be assured that your supply of books and *Watchtower* magazines will be coming through regularly, because the mills that manufacture the kind of paper used in these publications are supplying us with our requirements for 1947.

ZEAL. When we recall to mind the difficulties our brethren had in many of the countries where bans had been put upon the Society and restrictions raised against importation of literature and how our brethren faithfully carried on under these stressing times, it should make us here in the United States rejoice and be glad to push on just as zealously as our faithful brethren did in other parts of the world during lean years as far as literature was concerned. Never was their spiritual supply shortened or lean, for Jehovah always spread before them a bountiful table. "The Prince of Peace," who directs his faithful servants from the temple, has looked well to the care of his faithful servants.

Yes, the war is over; but the nations have not crawled out of the terrible mess into which they took themselves, nor will they; for selfish men can never bring peace. It is only within the Lord's organization that we can truthfully say, "Blessed are the peacemakers"; and we do rejoice that we have such a grand message to carry to the peoples of the earth and with which to comfort them. With the Lord's grace and under the direction of "The Prince of Peace" we will carry forward in this work, preaching the gospel of the Kingdom if we have only the Bible alone. Jehovah, through his organization, has equipped us for every good work and he has made us able ministers so that we can proclaim by word of mouth the truth that will show the people the way to life.

1947 is another year for us to advance Kingdom interests, and we invite everyone: "Oh praise Jehovah, all ye nations." This we joyfully do to the honor and glory of Jehovah's name and the vindication of his Word.

Be assured of my love to all of you peacemakers.

Your fellow servant and publisher of the Kingdom,

N. H. Knorr, President

WATCHTOWER BIBLE & TRACT SOCIETY, INC.

INFORMANT

FEBRUARY, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

"God's Truthfulness" Testimony Period

Campaign Enters Second Month

All of Jehovah's Servants Eager to Uphold His Truthfulness

Soon the issue of truth versus error will be settled forever with a smashing victory for truth. Jehovah the God of all truth will vindicate himself and all those who have stood for his truthfulness. Those who have been deceived by the lies of God's enemies will be confounded, but those who have been faithful in the proclamation of God's Word as truth will be justified with him, and, additionally, they have the blessed assurance that they will share Jehovah's ultimate triumph. (See Romans 3:4, our service text for February.)

The privilege of sharing in this glorious fight is not a future matter, something that can be put off or attended to whenever we "feel like it". Right now is the time to vigorously defend God's truthfulness, and during February those who really see and appreciate the issue will have an active part in the present mighty *Watchtower* Campaign.

Present the Full Offer of 2 Subscriptions and 2 Bound Books

Early reports show that the two-magazine subscription offer of *The Watchtower* and *Awake!* is being accepted very readily. Subscriptions for most magazines are very expensive these days, but when a year's subscription for two valuable magazines is presented at the very nominal sum of $2.00, and two truth-packed books, such as "*Let God Be True*", "*The Kingdom Is at Hand*" or "*The Truth Shall Make You Free*", given free as a premium, people can easily see that it is not a commercial scheme. Thus the publisher has the opportunity of showing that it is actually part of the free educational program that Jehovah is conducting throughout the earth to point men to the highway of life. So do not feel that you cannot place the offer. Present it with enthusiasm, and you will be surprised at the results. Where a subscription cannot be obtained, always endeavor to leave the new book "*Let God Be True*", so that the way may be paved for holding a book study in the house of those accepting it.

Follow-up of Interest Will Bring Big Increase in Back-Call and Book-Study Activity

The need of aiding those who obtain *The Watchtower* to understand its contents is clearly manifest. It is not a story magazine, to be skimmed through lightly. Understanding of its contents requires diligent study and, in many cases, assistance by those who know God's truthfulness. Just as Philip willingly explained Isaiah's prophecy to the Ethiopian, so Jehovah's Christian witnesses will gladly aid the "other sheep" by arranging home studies in *The Watchtower* and "*Let God Be True*", as outlined in the January *Informant*.

Through this means thousands more studies will be started and back-call activity will increase. The distribution of *The Watchtower* and "*Let God Be True*" is laying the foundation for a tremendous educational program. Shortage of publishing material may in time affect the quantity of literature we have to offer, but the need for personal study and application of the truths learned will actually increase as other conditions in the earth become worse. Be zealous in assisting these new students to become associated with God's people in joining the efforts to uphold his truthfulness.

Our Share in Attaining the Quota

A quota of 200,000 subscriptions for *The Watchtower* and 100,000 subscriptions for the *Awake!* magazine has been established for all the publishers throughout the earth. Without dividing this amount proportionately between the various countries, we will all diligently strive to do our full share, trusting in the Lord as to the result. If the company has territory not worked with the subscription offer in recent years, special effort should be put forth to see that all such territory is covered during the present *Watchtower* Campaign.

Keep the present offer foremost in every feature of Kingdom activity, at the doors, on the streets, to acquaintances, on back-calls, at studies; wherever you are, try to get people interested in having both *The Watchtower* and *Awake!* come to their home in weekly magazine service. Above all, look well to the spiritual needs of all those who are searching for truth. Feed them by establishing home studies, and go farther by extending the welcome hand for them to come and join you in maintaining Jehovah's true worship.

All-Time High in Company Publishers Reached!

Circuit Assemblies to Stimulate Further Progress

Topping off a year of expanding praise to Jehovah, the highest number of company publishers ever reporting, 66,210, together with thousands of pioneers, united in extending gladness to the nations. Most remarkable is the fact that over 12,000 more publishers were active in service during December, 1946, than during December a year ago! A total of 69,876 publishers shared in the work. What a fitting manifestation of the Lord's blessing upon our inviting "nations" of goodwill to "be glad, with his people"! We have real reason to rejoice and press forward with increased determination to expand in Kingdom preaching during 1947.

To what may this manifest blessing of our God be attributed? Nation-wide, servants in companies industriously planned and put into effect arrangements to aid new and weak publishers to see and taste the gladness of serving Jehovah. Simultaneously, 144 servants to the brethren, and in many cases their wives, spending one week with each company, large and small, gave practical assistance *in field publishing* to hundreds of irregular publishers, 'inactive' and other goodwill persons, in addition to those publishing each month. The newly arranged servant to the brethren activity with its emphasis on field publishing has the evident favor of the Lord, and will continue to stimulate many to better and more Kingdom service.

Mainly responsible for the new high in company publishers, however, is the support and wholehearted effort given to the field during the "Nations' Gladness" Testimony Period by the individual publisher. It was you, the publisher, who faced inclement weather and other obstacles to go from house to house, preaching the good news. It was the individual publisher who made back-calls and carried on book studies, and then took such interested persons into the field that they might make others glad by active service. And this concerted, determined endeavor of hundreds of publishers has had its effect in the attainment of an all-time high, with increased praise to Jehovah. The new interest who have begun to publish will need attention during the months to come. Let's give it to them regularly and unite toward further increase while inviting, "Oh praise Jehovah, all ye nations."

Circuit Assemblies to Forward Expansion

Contributing to further expansion are the circuit assemblies, which started country-wide January 3-5. Enthusiasm runs high over these assemblies, where the same spirit of gladness and unity prevails as did at Cleveland. Publishers show keen interest in the activity of other companies and the circuit as a whole and are alert to suggestions for improving various features of the service locally.

The well-planned service meeting and Theocratic ministry school have proved instructive to all. The extensively advertised public talk "Blessed Are the Peacemakers" has been attended by hundreds of responsive strangers. But Saturday evening's circuit activity meeting takes first place as the assembly's most outstanding feature. In Florida, Michigan, Washington, D. C., Iowa, Tennessee and New Mexico fishermen, miners, lumbermen, farmers, factory laborers, business and professional men, housewives, and pioneers, brethren from all walks of life, united to discuss the common problem of vital concern to all: Kingdom interest in their circuit. They wanted to talk over and compare their problems with others, to discuss local activity in an informal, Theocratic manner, to offer suggestions for consideration. And this they have done, to the delight and edification of all assembled. Moreover, many made notes of the constructive counsel from the district servant and have been moved to expend greater effort during the next six months to magnify Jehovah's name as one indissoluble people. Much practical aid and a real blessing were missed by some few weak companies by not being represented. These assemblies are especially designed to assist such. The resulting benefits should motivate every company to be fully represented at every assembly.

The individual publisher's effort, the servant to the brethren work, and now the circuit assemblies, are all receiving Jehovah's rich blessing. Let each one give thanks to Jehovah and be moved to greater service activity during the coming year, so that ever-increasing praise from all nations will be given to Jehovah.

New Feature Added to Theocratic Ministry School

Written Reviews on Bible and "*Equipped for Every Good Work*"

The 1947 *Yearbook of Jehovah's witnesses* not only gives eloquent testimony to the great expansion work being carried on in all parts of the earth, but also reveals that there is a tremendous work yet to be done. That each Kingdom publisher may have a still greater part in this expansion work the Lord has provided the Bible handbook "*Equipped for Every Good Work*". And so that all may get the greatest possible benefit from the study of this new instrument arrangements have been made for written reviews. For the first twenty lessons of the book the following procedure will be used.

Beginning with March 9, a new schedule of student speaking assignments will go into effect. Copies of it are being sent to companies with this *Informant* and one is to be given to each pioneer and company publisher attending the school. This will replace the previous schedule, which should be discarded so as not to cause any confusion. In this new schedule subjects are listed for the first and third speaker of the evening. The second speaker will choose his own subject. This may be on some magazine article he has read, such as in the *Awake!* magazine, a report on an assembly or convention, a field experience, his secular work, some

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Foreign-Language *Awake!*

Beginning in January, 1947, the German and French editions of *Consolation* changed to *Awake!* The Hollandish *Consolation*, which was announced available in the January *Informant*, has been discontinued, due to paper shortage in the Netherlands.

Awakening the Nations

Alert Publishers Rouse Sleepy World

With *Watchtower* and *Awake!* Distribution

World disaster impended. Earth's carefree populace plunged swiftly toward destruction. Even Noah, God's man of faith, would not be spared, save for one thing. He must be on the watch, wide awake to his responsibility in building an ark, and alerting others to the way of escape. Noah's diligence brought reward. That unheedful world perished, but he survived; and with him his family, awakened by his preaching.

Paul, Jesus' apostle, realized too the need of being awake in God's service. So much so, in fact, that, though nineteen centuries must yet run out before the New World would come in, he sought to bestir others to the safe and right course by saying, "Now it is high time to awake . . . for now is our salvation nearer than when we believed."—Romans 13:11.

It is to God's servants today that these activating words of the apostle apply with greatest force. It is *now* when real world disaster, slated to wipe out a "heavens and earth", is about to come upon us. This is no time, then, for publishers or newly interested ones to slumber, and wait longer before acting. Nations must be awakened to the facts. They must learn that "the night is far spent, the day is at hand". Yes, millions must be awakened by the spread of God's truth to "cast off the works of darkness" and "put on the armour of light". It is the one way to escape permanent death and live in the New World.

That is why the Lord is directing us to present to all peoples during March the two-subscription offer of *The Watchtower* and *Awake!*—the only magazines capable of arousing many in this sleeping world. Irregular publishers, inactive ones, people of good-will, why hold off longer from serving as active, vigilant publishers of the Kingdom? Share with your brethren in "awakening the nations" during March by being alert in the field, from house to house, on back-calls and in street work, with those you know who are not in the truth, and with your employer. Awake to every opportunity to speak truth, using *The Watchtower* and *Awake!* Diligent publisher action earth-wide during March will accomplish an effective 'awakening of the nations'.

(*Continued from page 1, column 3*)

Bible theme (if he so prefers), or any other subject he believes to be of general interest and benefit to his listeners.

The one giving the instruction talk should use the extemporaneous method (if at all able to do so), being careful to high-light the main points as noted by the questions appearing in the handbook at the end of each lesson. In fact, everyone attending the school should be careful to note the main points when studying the lesson beforehand. Having these main points thus impressed on one's mind will prove very helpful in the oral review of the lesson the following week as well as in the written review later on.

Written Review Procedure

Every fifth week, instead of oral review, instruction talk and student talks, there will be a written review on the material covered in the previous four lessons. (The oral review on the last instruction talk before the written review will be held the week after the written review.) This will be a *closed book* review, which means that the students will not be permitted to consult any notes, the Bible or the textbook. It will consist of some twenty-five questions printed on a form provided by the Society and will also have space for the writing in of the answers. A copy for each one attending the school as well as a set of answers for the school servant will be sent a month in advance to the school servant in care of the company servant. These questions are to be strictly confidential until the time of the review, and no one but the school servant should have access to the answer sheet until after the review has been held.

A half hour will be allowed for the written review, after which the papers will be collected by the school servant. He will then read to the class the questions and the correct answers. During the following week he will grade the papers, and will return them at the next school session, at which time he will also give a report on the results of the review, the number participating therein, the average grade, the highest mark, and any other outstanding points of interest regarding the review. He will also post the answer sheet on the bulletin board, so that all may be able to check and copy the correct answers if they so desire.

NOTE: When circuit assembly falls on the week of the review, the next week's lesson and schedule of talks will be used at the circuit assembly and the review will be held by the companies in that circuit a week later. No written reviews will be given at the circuit assemblies.

Lessons on Bible Books

After the first twenty lessons, under the heading "Preparing the Way for Bible Study", have been studied, the student speaking assignments will be based on the book of the *American Standard Version Bible* covered in the lesson for the evening. The instruction talk will feature the facts regarding the book, such as authenticity, by whom written and when, time period covered, the theme of the book as a whole, as well as touch on the outstanding events or truths of the book. It should not be necessary to do any research outside of what appears in the *Watchtower* publications.

The student talks will be limited to the actual contents of the chapters within the assignments, and no reference should be made to what a previous speaker may have said or a subsequent speaker may have to say regarding other parts of the book under discussion. Each student talk on a Bible book should be complete in itself, having an introduction, body and conclusion as well as a well-developed theme. Time will not permit going into the fulfillment of prophecies or the prophetic significance of the various dramas, and, therefore, if touched upon, it should only be incidental. As indicated on the new schedule, the number of chapters to be covered by each student will depend upon the number of student speakers. Where there is only one, he may pick out some prominent event of the Bible book and highlight it in his presentation, or, if he wishes, he may take some Theocratic theme and select events from the book to develop it.

Proper preparation for the written reviews on the books of the Bible, beginning with Lesson 21, will require that each one read through the entire book from the *American Standard Version Bible* prior to the giving of the instruction talk on that particular book. This would mean, then, that by the time the textbook has been completely covered each one will have read through the entire Bible. By each one's reading the book of the Bible as well as the lesson in "*Equipped for Every Good Work*" beforehand, making note of the outstanding points in both, hearing the instruction and student talks on it at the school, partaking in the oral review the following week, refreshing his mind on the high points during the week before the written review, he should become well acquainted with the contents of and the facts regarding God's Word of truth, and thus be "perfectly equipped for every good work".

NOTE: Each company will inform the Society by postal card immediately of the number of review sheets they will need to supply all company publishers and pioneers attending the course. The order should be sufficient to meet the needs during the coming months. Where such information is not received in time the Society will send 50 percent of the number of *Informants* the company is receiving.

April 5, 6 to Witness World-wide Memorial Activity

Plan Now for Special Service, Start of New Public Meeting Series

To Jehovah's people earth-wide the celebration of the memorial of our Lord's death is the most significant event of each year. It is the one celebration yet binding upon the Lord's people, and has been enhanced since the second advent of the Lord and his coming to the temple. Jehovah's anointed witnesses and their companions in every company or unit will assemble locally to observe the Memorial, Sunday evening, April 6. It is appropriate that all unite in a week-end of extensive witnessing activity in fulfillment of their commission.

So that a real world-wide witness may be given in recognition of the purpose of the Memorial the Society is outlining a special two-day program of service for April 5, 6. This is to be put into effect by every company in the world. Saturday, April 5, should be marked by all-day house-to-house witnessing and advertising of Sunday's public talk. There will be no circuit assemblies held this week-end: each company or unit will organize for service locally. Many newly interested persons may express their appreciation by distributing handbills. That evening everyone will assemble for study of *The Watchtower*, the issue scheduled for study the following day. This study will be followed by a 30-minute service talk outlining the company's summer activity, particularly as it pertains to the rural work during June, July, August and September.

Sunday morning, April 6, house-to-house service will continue, using the literature offer and public meeting handbills. Invite all persons of good-will to attend the Memorial service that evening, as well as the public talk. The afternoon talk will be the first of the new series, outlines for which will be supplied with the March *Informant*. Every company should make plans now for this series, with servants to the brethren aiding in making advance preparation. If no speaker is available locally, efforts should be made to obtain one from some near-by company. Companies with a number of speakers, and pioneers, will arrange to assist small near-by companies in this regard where requested. Handbills may be ordered for this series now, showing the titles for the talks as outlined below.

Where handbill orders are already sent in for talks of the present series to extend beyond March 30, we are printing the handbills as ordered for the talks up to March 30, but for any talks scheduled for April 6 and beyond we are substituting the new titles in their order to complete the series the company has scheduled.

After the public talk, announcement should be made of the Memorial that evening and all present be invited to attend. With the completion of this joyful feast, those of the anointed and their companions will go to their homes rejoicing in their concentrated week-end activity and appreciating deeply their relationship to the Lord.

New Public Talks

Since the new series of public talks is to begin everywhere on April 6, all companies will see that they conclude all meetings of the present series before the end of March. The titles for the new series are:

"Announcing the Perfect Government"
"The Truth About Jehovah's witnesses"
"Religion vs. The Bible"
"New Heavens and a New Earth"
"Overcoming Barriers to World Unity"
"Remedy for World Delinquency"
"Whose Prayers Are Answered?"
"World Peace—by Whom?"

These are to be given in the order shown. As soon as the outlines are received brethren should be assigned to prepare talks so as to start by April 6.

Temporarily Out of Stock

"*The Prince of Peace*"

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

December 1946

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	754	173.2	62 5	7.2
Gen. Pios.	2,912	143.6	42.5	5.3
Co. Pubs.	66,210	14.1	3 7	.4

PUBLIC MEETING CAMPAIGN

Total Meetings Held 3,331

More Pioneers Needed

Along with this *Informant* is being mailed a letter calling for more pioneers. A good reader should be assigned to read this letter at the first service meeting and first *Watchtower* study after it has been received. Then a capable brother should be assigned to carefully study this letter and prepare to consider it for twenty minutes at a service meeting during the month. Following this, the letter is to be posted on the bulletin board, fastening only one side, so that the brethren individually may read the entire letter. Every servant of the Lord should carefully and prayerfully consider its contents.

INFORMANT

MARCH, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

Awakening the Nations

Vigilant Publishers Combat World Ignorance

In Third Month of Unparalleled Subscription Campaign

The nations of the earth are in a deep, death-like sleep. Ignorance of the impending disaster at Armageddon shrouds the earth. But piercing through the darkness of this slumbering world comes the rousing call: "*Now* it is high time to *awake*." (Rom. 13: 11) Calling on the nations to awake is being accomplished by those who are clothed with light, those aware of the imminent world destruction and mindful of their deliverance, Jehovah's witnesses. Their message is one of 'awakening the nations' to the fact that 'the night is far spent and the day is at hand', that now is the time to "cast off the works of darkness" and don the "armour of light". This urgent work of arousing and awakening is our obligation and privilege during March.

Awakening the Nations in March

March is the third month of what appears to be the greatest *Watchtower* campaign in Theocratic history. Everywhere the brethren have lent their support to this unprecedented subscription campaign. Subscriptions continue to flood the office. At the time this *Informant* went to press we had 82,850 subscriptions, with much mail yet to be opened. In March we shall continue to press the dual subscription offer of *The Watchtower* and *Awake!* and the free premium of two bound books, such as "*Let God Be True*", "*The Kingdom Is at Hand*", or "*The Truth Shall Make You Free*", on the contribution of two dollars. In every home where it is not possible to obtain a subscription, concentrate on leaving "*Let God Be True*". A special effort will be made to visit those whose subscriptions have expired and present this outstanding offer.

When preparing subscriptions for this office carefully follow all the instructions relative to their handling. An extra moment on your part will save the Society much time.

"Watchtower" Back-Calls to Awaken Interest

It is necessary that we be ever mindful of the fact that *The Watchtower* and *Awake!* are the most vital magazines in print today. Why? They contain that which means life to their readers. Especially *The Watchtower*, which shines forth in earth's "night" combating the binding darkness of the world. *The Watchtower* is important to all desiring life; but simply subscribing for it is not sufficient. To benefit from it, one must *understand* its contents. This means making *Watchtower* back-calls.

About two weeks after taking the subscriptions, the publisher should call back for the purpose of making a *Watchtower* back-call. He should take with him the current issue of the magazine. Go there to really assist the person in understanding *The Watchtower*, refer to the main article, discuss several paragraphs, demonstrate and stress its necessity in Bible study. By making such calls regularly, interest will be quickened. Thus by continually watering the "seed", it will eventually bear fruit, becoming a home *Watchtower* study. Subscribers will soon recognize the desirability of studying basic Bible doctrines, as well. These are contained in "*Let God Be True*". Put forth every effort to promote a book study with both *Watchtower* subscribers and non-subscribers who obtain this easily-understood book. Make *Watchtower* back-calls; conduct "*Let God Be True*" studies.

Thus, having possession of the "only light", which removes the blackness of earth's "night", let us go forth fully aware of our privileges, 'awakening the nations' in March.

Witness in Rural Territories

With many transportation restrictions removed, the opportunity is now available for publishers to expand out into many rural sections, not properly worked for several years. Provided with new literature and with arrangements for public talks, all brethren should rejoice in the possibilities of extending to the people living in these areas the "bread of life".

From June 1 until the end of September of this year, all companies, pioneers and special pioneers will concentrate on working rural territories. *Each company* will complete all its city territory between now and June 1, and prepare rural territory for assignment to car groups. Publishers unable to go into the rurals because of lack of transportation will work in the city.

Pioneers working with companies who are unable to take an isolated territory will co-operate with the company in working its rurals. Those pioneers who can go out into isolated counties may make application for such territory anytime between now and June 1. *Special pioneers* also may enter this service provided adequate provision can be made to care for studies, back-calls and good-will interest. This can be done by either expanding to rurals immediately adjacent to their present assignment or by one or two remaining and working the present assignment and caring for the good-will interest. Each special pioneer group should prayerfully consider this matter and write the Society outlining what they as a group can do in participating in this campaign.

The *presentation* will be primarily three bound books on a contribution of one dollar. More information relative to this will be given later. The main thing now is to plan and make necessary preparations.

Publications Now in Stock

"*Be Glad, Ye Nations*" ..... German
"*Be Glad, Ye Nations*" ..... Japanese
"*Be Glad, Ye Nations*" .. Hollandish

Public Meeting Campaign Expands

Greater Coverage of Territory, Increase in Back-Calls Result

'Public meetings to be put on by every company! Theocratically trained speakers to deliver one-hour talks! Intensive advertising to acquaint thousands with truth!' Acclaimed with delight and enthusiasm was this initial announcement back in December, 1944, of a new feature of service, the public meeting campaign. Through it a tremendous witness has been given earth-wide. Jehovah's manifest blessing has rested upon the zealous, cooperative efforts of his people in advertising, attending, and bringing good-will persons to the public meetings. An even greater witness will be effected through united servant and publisher support of the rearranged, expanding public meeting program outlined herein.

With this *Informant* are enclosed three sets of outlines for the new public talks. Immediately upon receipt, the company servant, assistant company servant, back-call servant and school servant will meet for selection of speakers. Brethren chosen to prepare public talks must be enrolled in the Theocratic ministry school, and be good speakers and active publishers. At least two brethren should be assigned to prepare the same talk, while each speaker should prepare two talks, preferably one of the first four and one of the last four. After selection of speakers the company servant will give the outlines to those chosen. The third set of outlines will be kept in the Theocratic ministry school library. Speakers should prepare prayerfully and thoroughly, and adhere closely to the outline. In smaller companies the same individual may be required to deliver more talks, according to the number of qualified brethren available.

Coverage of Territory

Beginning the week-end of April 5, 6 the working of public meeting territory will be done in manner similar to that outlined in *Organization Instructions* respecting "Group Witnessing". Territory selected for coverage by the company will be worked by groups of publishers (or individuals, where not convenient to work with a group). Each group will be assigned sufficient territory to last for the entire series, covering a different portion of its territory each week, using the same literature offer discussed in the *Informant*, together with handbills. Effort should be made to complete the assignment in four weeks. Through this arrangement much more territory will be worked, and all will be given equal opportunity to obtain literature and attend public talks.

Special emphasis is to be placed on back-call work. Sometime during the week following the public meeting each publisher (or group of publishers) will try to call back on all "not-at-homes" in the section already covered. Here the complete literature offer will be presented, together with a handbill. Also, back-calls will be made on those who manifested interest or accepted literature when the territory was worked. With these a handbill inviting them to the next public talk will be left, and an endeavor put forth to stir greater interest in the literature placed on the initial call. This procedure will be followed each week, calling on "not-at-homes" and interested ones in the previously-worked sections of the territory. Thus, a personal publisher invitation to attend all four talks will be given to each person of good-will and "not-at-homes" will be cared for. On the week-end the group will move into another section of territory and work from house to house. Back-calls or "not-at-homes" not cared for during the week can be attended to after door-to-door work prior to the public meeting.

In small, outlying towns complete coverage of territory might be made in one week. Publishers may expand into the rural area surrounding the town the remaining weeks of the series, concentrating at the same time on back-calls and "not-at-homes" in the town. There is no objection, however, to covering the same area four times, if territory is limited. The publisher has a different handbill to present each week.

It is believed best that series be limited to four public meetings. Two weeks of concerted back-call service in the entire section covered can follow a four-week series, with stress laid on starting "*Let God Be True*" studies. A different portion of territory can then be covered in the same manner, with the other four public talks being given.

House to House Record; Other Items

The House to House Record should be used by each publisher in public meeting and other house-to-house work. If some find little advantage in keeping a record of where no interest is shown, they may dispense with this entry. Rather, use the form primarily to note literature placements, interest, and "not-at-homes". It is this data that is needed in attending to the vital back-call work.

The *Watchtower* study may be held, following a brief intermission, after the public meeting, with good-will invited to remain. When the meeting is put on in a hall other than the Kingdom Hall, holding the *Watchtower* study in that hall will depend upon its accessibility to all the brethren. Advance announcement of any change in *Watchtower* study meeting-place should be made. In most instances it may be advisable to return to the Kingdom Hall for the *Watchtower* study. This, however, as well as the time of the study, will be determined locally, with the advancement of Kingdom interests in mind.

Companies will arrange to distribute an appropriate booklet (different one for each talk) following the public meeting.

Publishers and servants, by working shoulder to shoulder with one another and persons of good-will in the above-outlined public meeting activity, will unquestionably effect a greater expansion of the Kingdom witness in their territory.

"Shining in the Kingdom" Testimony Period

Memorial Activity, Start of New Public Meetings

Four-Month Subscription Campaign Climaxed, Peak in Publishers Expected

To be alive in 1947 is a wonderful privilege! The harvest, the end of the world, has come. Immovably entrenched as earth's rightful Judge and King is the "Sower" of the "good seed", Christ Jesus. Cast down from heaven is that wicked tare-producing "enemy", Satan the Devil. Gathered out from among the faithful "wheat class" and bundled for burning are the despondent, sickened "tares" who 'weep and gnash their teeth' in demonic, malicious rage against God's approved servants. Ignoring them, the "wheat class" press on with increasing brilliance in Jehovah's glorious service, 'shining as the sun in the kingdom of their Father.' (Matt. 13:43) Joining in are faith-keeping "other sheep". In perfect accord they and the remnant serve as Kingdom lightbearers to the nations in this "time of the end", before the rapidly-approaching *telos*, or final end, of this degenerate system of things. It is a grand privilege indeed for all Kingdom publishers and those of good-will to be able to reflect during April the light of Jehovah and his King, by sharing in the multi-featured "SHINING IN THE KINGDOM" Testimony Period.

Special Memorial Activity

The outstanding feature of April's work is the Memorial celebration, with the special April 5, 6 week-end activity. It will start a tremendous, world-wide witness during April. House-to-house and street territory should be lined up for this campaign. Back-call names should be in order for inviting all good-will to the public meeting and Memorial. A diligent, concerted effort is to be made by servants and publishers to contact all irregular publishers, inactive ones and persons of good-will and assist these to have some part in Memorial week-end service. The offer at the doors will be the joint subscription for *The Watchtower* and *Awake!* for $2.00, and two books given free, one to be *"Let God Be True"*. On the streets magazines will be offered. In all features handbill advertising by every company of the first public talk of the new series, "Announcing the Perfect Government," will be carried on. Memorial week-end will be an excellent opportunity to get good-will persons started in the service, if only by distributing hand-bills advertising the talk.

With intensive witnessing Saturday and Sunday, the *Watchtower* study Saturday evening, followed by a service talk on summer rural work, Sunday's public talk, and all this heightened by the Memorial observance, the pace will be set for continually increasing activity throughout the year. Be certain to arrange for new interest to attend both the enlightening public talk and the significant Memorial service.

An outline for the Memorial celebration is sent to all companies with this *Informant*. A competent brother chosen to give the Memorial talk will use the outline in preparing it. Afterwards the outline is to be kept in the Theocratic ministry library for future reference. If no competent brother is available, suitable paragraphs may be read from *The Watchtower*.

The special "Memorial Activity" report card sent with this *Informant* is to be filled out completely and mailed following the Sunday evening service. It provides for recording public talk attendance, number partaking of emblems, and attendance at Memorial.

April Climaxes Subscription Campaign

As a result of zealous service during Memorial week-end, increases in all features should be manifest throughout the month. April will undoubtedly be the biggest month yet for subscriptions, climaxing the campaign. In addition to house-to-house subscription work, special attention will be given to calling on all who subscribed last year and failed to renew. To facilitate this the Society will send to all companies subscription expiration back-call slips for subscriptions that expired in January and February. Be sure to call. Try to arouse their interest in resubscribing. These will be "new" subscriptions, contributing toward the highest number obtained in any campaign thus far. Since these slips are run early this year, it may be that many have already renewed their subscriptions. In this event, call to find out if magazines are being received, and endeavor to increase interest.

Also, publishers will be alert to make return calls on all new subscribers, helping them to the greatest extent possible to understand God's purposes through home *Watchtower* and *"Let God Be True"* studies.

The benefits of public meeting work will be greatly enhanced by the new talks and the expanded method of working territory. Give public meetings constant attention. Follow up interest, and strive to build up from your April 6 attendance. Keep these persons coming to the meetings.

All-Time Peak In Publishers

With everyone working diligently and regularly in the features above-outlined, April will assuredly witness an all-time peak in the number of persons 'letting the Kingdom light shine'. Every publisher should plan to be active. Every effort should be exerted to interest good-will persons in accompanying you in some feature of the work. Show them how we preach the gospel. Let them share in this blessed service, even if only by distributing handbills. No matter how small the effort, it will contribute toward expansion, and should be much appreciated. New publishers that start in April will be richly blessed, and should continue regularly thereafter, proving their love for God by active works of service.

It is encouraging to note that November, December and January past have been marked by the greatest number of publishers in the field for these months in history. By Jehovah's grace and our efforts to expand we can continue to make each succeeding month the best to date. And April, 1947, with its Memorial week-end activity, new public talks with expanded territory coverage, servant to the brethren work, circuit assemblies, and emphasis laid on taking newly interested ones into the field, together with improved weather conditions, should prove to be one of the greatest single months of Kingdom witnessing on record. Let's work together toward accomplishment of this aim. Jehovah's rich blessing will surely be in evidence.

Yes, the day in which we live is truly significant in human history, for it is *now* when the name of the Most High must be vindicated and multitudes be made acquainted with the one way to life. Shine forth, then, servants of the King eternal, and reflect for the healing of the "nations" the light of truth.

Pioneers by April 1

Enlist as Full-Time Servants in the Great Spring Offensive

The army of the Lord is now on the offensive in an extensive world-wide truth-proclaiming campaign. The spring onslaught has been mapped out for us as follows: the greatest subscription campaign to date, greatly increased public meeting activity, extensive home studies for feeding the Lord's other sheep, and wholehearted support of the present circuit arrangement and assemblies. The visible organization of Jehovah now closely knit together in the bonds of peace and unity has responded to these blessed privileges with increased zeal and energy and the way is now wide open for thousands to throw their weight into the fray as full-time pioneers in the army of the Lord. By just a little extra effort and arranging, many now zealously serving as company publishers can increase their scope of activity and enroll as pioneers by April 1.

Respond to the Call

Letters are now being sent to all companies to stimulate to pioneer service all those who are able. As these letters are considered in the company meetings, respond to and apply the admonition therein contained. Take up full-time activity as preachers of the Kingdom gospel. Join in the ever-increasing offensive against darkness and error, not by a few hours a month, but by a whole, full life dedicated and used to Jehovah's praise. Now is the time to plan for summer activity also. School students should now start considering and planning on serving as vacation pioneers, so that by summer every one that possibly can will be in that joyful army of full-time servants. Be a pioneer.

Prepare for May Booklet Campaign

As a follow-up of the four-month *Watchtower* and *Awake!* subscription campaign, the month of May will be devoted exclusively to booklet work, the offer being 7 booklets on a contribution of 25c or 3 on a 10c contribution. Combinations should be made up from the booklets the companies have in stock. Companies needing booklets should check with near-by companies, who may have surplus supplies, and obtain such from them. Arrangements can be helped in some instances by the servant to the brethren and through circuit assemblies. Start checking now so as to have adequate booklet supplies for the May campaign. Booklets may be ordered from the Society in harmony with instructions contained in Brother Knorr's letter appearing in the January *Informant*.

Company Servants Moving

If a company servant finds it necessary to leave the company's territory, he should make arrangements *before* departing, for the receiving and proper handling of Society mail for the company. The Society should be advised if mail is to be sent to the assistant company servant, and full name and address of the assistant furnished.

If the departure is permanent, or if for some reason another servant needs to be appointed in any capacity, the company committee should meet and submit recommendations for servants. Complete information must be supplied, as requested in paragraph 60 of *Organization Instructions*.

The complete name of company and/or unit should appear at the top of all company correspondence.

Written Reviews

School of Theocratic Ministry Made More Effective

Many are the expressions of appreciation the Society is receiving from the companies throughout the land for the added feature of the written reviews, for both brothers and sisters, in the study of the Bible handbook *"Equipped for Every Good Work"* at the Theocratic ministry school. And they have good reason to rejoice. The members of the Bethel family have been taking these reviews on the Bible and handbook for about six months now and each one participating can testify to receiving great benefit from them.

However, with these reviews as with everything else, it is true that the more you put into a thing, the more you will get out of it. The more you apply yourself, the more effort you put into this by individual study and regular, alert and active attendance at the school, the more you will get out of it in the way of Theocratic equipment and joy. Therefore let all carefully study their lessons at home, attend the school each week and take part in the discussions, and then take the written review.

It will be to each one's benefit to take the written review every time, even though at times he may not feel fully prepared. Regardless of the amount of preparation you may have been able to make, concentrating on the questions will help impress them on your mind, and when you hear the correct answers given at the end of the review you will remember them all the longer, thus proving a valuable aid in equipping you for your field ministry. And, after all, that is the reason for the entire course, including the written reviews: that you may be perfectly "equipped for every good work". Let each one therefore do his best, make full use of this provision of the Lord, and rejoice in it.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

January 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	723	174.8	64.7	7.8
Gen. Pios.	2,877	143.1	43.9	5.7
Co. Pubs.	63,089	13.8	3.9	.5

PUBLIC MEETING CAMPAIGN

Total Meetings Held 2,511

Funerals

A proper handling of a funeral service provides an excellent opportunity to magnify the name and purposes of Jehovah and to comfort those that mourn. This service should be a clear presentation of the truth concerning the origin of man and his destiny. These occasions should not be used as a means to eulogize creatures or to vilify and denounce men and organizations. Be tactful and considerate of all.

To aid in a uniform presentation and an appropriate witness, the Society is sending to each company an outline for a funeral discourse, and recommends its use by brethren requested to conduct such services. One or more competent brothers in each company should prepare a good funeral discourse so as to be prepared for any such emergency.

The outline should be kept in the Theocratic ministry library and be available to the brethren who wish to use it. Isolated brethren not associated with a company may obtain a copy of this outline by written request to the Society.

INFORMANT

APRIL, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

"Shining in the Kingdom" Climaxes *Watchtower* Campaign

New Public Meetings Stimulate World-wide April Witness

Another Peak of Publishers Expected

The matter of shining forth in the kingdom of Jehovah is no negative, inanimate stand, but a living, active, burning brilliance, reflecting the glory of Jehovah. This is clearly implied by the concluding words of our April text: "He that hath ears, let him hear." (Matt. 13: 43, *A.S.V.*) If the Kingdom message of our day finds a responsive echo in the heart, and impels to Theocratic action, that is proof that we are hearing the message of the Lord with understanding. Such hearing amounts to a command to those who are so blessed to "arise and shine". *If we hear, we must shine*, reflect, the glory of Jehovah. If we do not, it is an indication that we are not hearing with understanding and may be drifting toward the 'dull of hearing' class.

In the midst of the bedlam, confusion and darkness of the Devil's organization, and the weeping and wailing and gnashing of teeth of the wicked, the servants of the Lord, as light-bearers of Jehovah, "shine forth as the sun in the kingdom of their Father"; a privilege appreciated and enjoyed by the remnant and reflected by their faithful companions, who are now dwelling in the light of the presence of the King. The many features of service for the month of April give ample opportunity for all to reflect this light.

There is the climax of the subscription campaign, increased back-call activity, and the start of the new public meeting talks. And not only will all publishers share in these features, but April will witness arrangements to extend the share in reflecting this light to many persons of good-will who not only have 'ears to hear' but desire to say to others 'Come and take of the water of life freely'.

"Watchtower"-"Awake!" Offer Climaxed

During April the *Watchtower* and *Awake!* magazines, with a premium of two bound books, will be presented on a $2.00 contribution. Present this with conviction, knowing that the benefits the people will derive from it will be far in excess of any amount they may give for it. Every publisher knows that the message contained in these magazines means life to the people. Our job is to make the people appreciate this point too. Make your presentation so clear and forceful that they will feel the need of having a New World MESSENGER coming to their home every week.

Whole-hearted participation in all features of the *Watchtower* campaign includes, in addition to obtaining the complete subscription, the "establishing" of all the subscribers. Assist them by calling back upon them, arranging for home *Watchtower* studies, and, wherever possible, taking them from house to house and in any branch of the service in which they are willing to engage. This is all a part of a Christian's life. These persons too must know and work in God's service if they are to live in the new earth.

Important: Expirations Require Prompt Attention

To companies throughout the country the Society is mailing slips containing names of persons whose subscriptions for the *Watchtower* and *Awake!* magazines have expired. These people should be called upon promptly and an effort made to get them to resubscribe. At one time they were interested enough to subscribe. Try to ascertain why they permitted their subscription to lapse. That will be your cue on which to work. Show them the importance of having the magazine coming to their home regularly, as well as studying the premium book "*Let God Be True*". Offer to call back and help them with their study of the magazine. These slips have been run early. In some cases it may be known to the publisher that persons have already renewed their subscription. Don't ignore the slips, nor should a complaint be sent in. Call back on such; show an interest in them; let them get to know you and your desire to help them.

Let us further shine by putting forth every effort to make the public meeting campaign, beginning April 6, the start of the mightiest public witness to date. Let the spirit of the "Memorial" continue to surge through us individually and collectively, to the glory of the Lord. Aid all regular and irregular publishers and inactive good-will to regular and active participation in these meetings. By precept and example aid everyone to have some part in this service, if it is only a matter of putting out handbills for an hour or two, or by going on the street or from house to house with you.

Evening Work

Regular participation in the evening work and handbill distribution is another very effective means of shining forth. We have many letters from brethren everywhere informing us of the blessings they are receiving in this work all the year round. People are at home and usually in a relaxed, receptive mood, and willing to talk about the Kingdom. We heartily counsel all companies to inaugurate this feature of the Kingdom service. Like all other Kingdom joys, it cannot be fully appreciated until one participates in it.

Peak of Publishers Anticipated

By this joint co-operation one other important feature can be accomplished, namely, a peak of publishers during the month of April. Getting new publishers out in the service is the objective of every good publisher, but getting them out once is not the end of the matter. Regular participation in the service should be made so reasonable and desirable to the new interest that they will want to continue. A discussion of the many interesting points of each witness and plans to cope with each problem you encounter as you go from house to house is very helpful. Let each regular publisher make it a point to take at least one newly interested person or one irregular publisher into the service with him during April, particularly the week-end of the 5th and 6th. By thus aiding one another we are encouraging our brethren and the people of good-will who desire to serve the Lord to have some part, either directly or indirectly, in shining forth in the kingdom of their Father.

The circuit assembly is a provision of the Lord for the expansion of The Theocracy. It should be vigorously supported when held in your circuit. Go to it and joyfully support all its activities. Make it your business to see to it that all good-will back-calls and new interest are advised about it and encouraged to attend. All subscriptions taken at circuit assemblies are to be turned in at the assemblies with the name of the company holding that territory as the company sending them in (not the company with which the publisher who obtained the subscription is associated). However, each subscription should be reported to the company with which the publisher is associated, and will be included in only that company's report to the Society.

At circuit assemblies, at Kingdom halls and at all other meeting places, Kingdom light-bearers will always conduct themselves in a manner that will aid and encourage good-will interest as well as our brethren in Kingdom activity. Shine forth in the Kingdom reflecting the glory of your Father.

Subscriptions to date, 150,128

New Cost List

Enclosed with this *Informant* the Society is sending the new *Cost List;* one for each pioneer and three for each company (one for the company servant and one each for the accounts and stock servants). Beginning April 1 all orders of literature and magazine distributors' copies for companies and pioneers will be charged the new rates. The change of rates affecting the public will go into effect on May 1.

The company servant and stock servant should study together the first few pages dealing with instructions on how to order. Pioneers should also consider this material. By carefully adhering to such when making orders much time will be saved and better attention will be given Kingdom interests.

The advertising servant will check with the *Cost List* to determine the rates for magazines. The company servant's copy will also be available to any of the publishers who wish to check on rates.

Effective Group Witnessing

Plan in Advance; Assist Weaker Publishers

The inauguration of the public meeting campaign not only opened to all companies a new avenue of witnessing, but also brought with it emphasis on group witnessing. And with the improved and expanded instructions regarding advertising the public meetings, discussed in the March *Informant*, this method of witnessing comes in for even more attention. Why this emphasis on group witnessing?

To begin with, group witnessing is the ideal method of completely covering a certain territory in connection with the advertising of a series of public meetings. Also, by means of it territory that might otherwise be neglected is given the needed witness. And most important, group witnessing provides opportunities for servants in the companies, pioneers and other experienced publishers to show a personal interest in the new, weak, youthful, irregular or somewhat negligent publishers by giving them practical demonstrations and individual counsel as to how to carry on the various features of the work, in actual field service.

Service Meeting Arrangements

For group witnessing to be effective and accomplish the greatest amount of good, however, it must be taken seriously and given adequate attention beforehand. The specific territory to be witnessed is selected, of course, at the time the public meeting series is planned. Toward the end of the service meeting preceding the first public meeting of a series time should be devoted to the assigning of publishers to groups under captains previously chosen and provided with territory. If at all possible such groups should continue throughout the series, making it unnecessary to arrange new groups each week. As far as possible, publishers should equip themselves with literature and other witnessing supplies on the service meeting night or prior to the Sunday group witnessing.

For at least the first Sunday of each public meeting series it would be well for all to come together in the morning at some convenient meeting place, preferably the hall at which the public meeting is to be held. A suitable program should be arranged for, the reading of the day's text and comments, service instructions as to the literature offer and its manner of presentation, and concluding prayer, after which all will depart to the field. This should be an interesting and instructive meeting from twenty to not more than thirty minutes in length and will be arranged by the company servant. While it may not be convenient for all to meet in this manner every Sunday, each group should arrange to assemble for field service at some convenient place each week.

In addition to group witnessing on Sundays, help can be given the

(*Continued on page 2, column 4*)

Perfectly Equipped for Expansion

Intensive Booklet Campaign Outlined for May

Activity Provides Wonderful Opportunity to Make Advancement as Perfectly Equipped Ministers

The man of God must continually add to his knowledge and ability to serve Jehovah. There is a constant increase or expansion in this respect from the time when as a babe in capacity he eagerly takes up the service of the Creator until that glad time when he becomes mature and complete, perfectly equipped by God's kind leadings for every good work.—2 Tim. 3:16, 17, *Weym.*

The entire visible organization of God thus moves forward also. Through Jehovah's instruction and guidance his people are cleansed and prepared. They are built up into a holy nation rid of all encumbrances and purged of all idle and unwilling ones, until the organization stands strong in the Lord, expanding to all parts of the earth, fulfilling the divine commission of showing forth the praises of him who called them from darkness into his marvelous light. No perfectly equipped servant will be idle during the month of May.

Prepare Now for a Very Effective Campaign

During this busy month of May an intensive booklet campaign will be carried on as a follow-up of the increased public meeting activity of April. This will give all those who commenced their field-service activity by advertising the public talks a fine opportunity to take a further step by taking part in booklet distribution. Give them a helping hand. Invite every willing person in your vicinity to come with you and present the booklets in door-to-door witnessing. This is one of the easiest ways of giving public testimony; so make arrangements to provide these new publishers with every possible opportunity to share therein.

In addition, set aside certain territory for evening distribution so that you can take advantage of the lighter evenings at this time of the year. Daylight saving time may also be in effect in many areas, thus aiding in this respect. Make up combinations of the booklets on hand on the basis of seven booklets on contribution of 25c and three booklets on a 10c contribution. These combinations will, of course, include a balanced arrangement of colored-cover and self-covered booklets.

Stock servants should start now to make up combinations for May's distribution. Those companies lacking sufficient booklets can order from the Society. Just state which booklets you are well supplied with and the quantity of 64-page colored-cover, 64-page self-covered or 32-page booklets you need. Whatever stock is necessary to make up combinations will then be sent to you. Pioneers needing supplies of booklets may obtain them from a nearby company wherever convenient, or they may order from the Society. When obtained from a company, the stock servant will supply them at pioneer rates, and at the end of the month the company servant will inform the Society of the total number of 64-page and 32-page booklets thus taken. Upon receipt of this sheet signed by the company servant and the stock servant, the Society will credit the company with the difference between company and pioneer rates. It will not be necessary to list each pioneer's amount or the kind of booklet separately. Merely show the total number of 64-page and of 32-page booklets supplied at pioneer rates.

Many Branches of Activity

Due to the paper shortage it will not be possible to print a new booklet for this campaign. However, with upward of 20,000,000 booklets in stock rooms throughout the U. S., this campaign provides an excellent opportunity to distribute and furnish the people with these booklets, and all publishers will be eager to take advantage of it. Special effort will be made by all companies to concentrate on city and small-town territory in a vigorous windup of 'winter' territory.

May will also provide opportunity for additional effort in continuing with the new series of public lectures. These are very forceful up-to-date topics and will enable every company to put on energetic public meetings that should be zealously supported by every publisher. See that the people throughout the land have the opportunity to come and hear these vital topics discussed.

We must not forget the expiring magazine subscriptions either. Do not allow the people whose subscriptions are expiring to casually drop them. Show them the necessity of continuing to receive and study the truths coming from God's table. Arrange for home *Watchtower* and book studies throughout the territory, so that those now of good-will may in God's due time also become perfectly equipped for every good work. As servants of God, advance in knowledge and ability to share in every good work. Attain to that maturity and full stature of a man of God whose whole life will be spent in faithful, willing service to Jehovah's praise.

Summer Activity Features Three-Bound-Book Offer

The four-month campaign beginning June 1, concentrating on rural territory, will high-light placement of three bound books, on a contribution of $1.00. In every combination will be included the Society's Bible handbook *"Equipped for Every Good Work"*, the book *"Let God Be True"*, and any other bound book in stock. To date *"Equipped for Every Good Work"* has been obtainable by company publishers and pioneers at 50c. As of April, however, the rate to company publishers will be 45c, and the rate to pioneers lowered as announced in the new pioneer cost list. The contribution rate to the public is 50c.

During the campaign company publishers may obtain *"Equipped for Every Good Work"* at 35c. Companies ordering the book will be charged this rate until the conclusion of the campaign in September. After October 1 the regular charge of 45c will be made. Literature for the campaign may be ordered now. *"Equipped for Every Good Work"* will be considered "campaign literature", hence chargeable to the account.

Having read *"Equipped for Every Good Work"* all publishers, appreciating its value to truth-seekers everywhere, will be diligent to place it in combination with the two other bound publications at every home possible during the coming campaign. Servants should make preparation now, lining up territory and arranging to assist all associated to unite in an extensive rural witness this summer. Many "sheep" in these outlying sections will gladly receive this substantial offer.

Your Personal Invitation to Pioneer Service

Thoroughly Study Third 1947 Pioneer Letter

"Now faith is the substance of things hoped for, the evidence of things not seen. For by it the elders obtained a good report." Abel, Noah, Abraham, Jacob, Christ Jesus, the apostles, all obtained a "good report" in the sight of Jehovah. They had *faith*, and they exercised that faith in service to Jehovah. Today, many years since the utterance of Paul's words, Jehovah's servants are called upon to exercise that same faith in him by becoming pioneers and assist in fulfilling the tremendous obligation resting upon us, namely, carrying "this gospel" to the ends of the earth. The need for pioneers is vital.

The Society, recognizing this urgent demand, is sending with this *Informant* the third letter this year calling for more pioneers. It should be viewed as a very personal invitation from Jehovah through his organization to enter the pioneer ranks. Each one receiving a copy of the *Informant* will be given his own individual pioneer letter. This is *your* letter; study it carefully, prayerfully; give it your individual attention and seek diligently to apply it. Also, family groups should give due consideration to the letter. Possibly, by planning, some members of the family can enter pioneer service, if not all. Finally, study this letter with the local company. The company servant will arrange to have it read by a good reader at the first *Watchtower* study and first service meeting after its receipt, and then thoroughly discussed by a competent brother at a service meeting during the month. To receive a full measure of benefit therefrom, it is suggested that where possible the study of the letter be followed up with several selected experiences from pioneers, recounting the Lord's provision for them in time of need, in the way of food, shelter, clothing and innumerable Kingdom joys.

Summer Vacation Pioneers

With the approach of the summer months schools will be closing for their annual vacation. The invitation is extended to youthful witnesses of Jehovah to pioneer for at least two months, during their summer vacation period. This arrangement affords a splendid opportunity to 'remember your Creator in the days of your youth' and to exercise that same faith mentioned by Paul. Further, by participating in the summer work, the youthful minister is laying a solid foundation for future service to Jehovah. In the years to come, when he has launched out on the road of the "regular" pioneer publisher, it will be a heart-warming joy to view in retrospect the hours wisely expended in the summer-vacation service, to realize that it was there that he began the unequaled lifetime occupation, and that he had faithfully spent his time in that which was to be to his future welfare, rather than squandering it in idleness and the ways of this world. Yes, it is a grand opportunity. Plan now for summer activity; write for your application.

Why not add your name to the list of those who obtain a "good report" through faith, in the pioneer service?

(Continued from page 1, column 4)

new or weak publishers by arranging for group witnessing on Saturdays in connection with advertising the public meetings, in both house-to-house and street activity. New publishers may start out by just distributing handbills. Further, there is group booklet-work in the evening. This evening activity, however, need not on all occasions be limited to the booklet offer, for many have reported excellent results from presenting the regular campaign literature offers in the evening.

Back-Call Group Witnessing

As noted in *Organization Instructions* paragraphs 20 to 23 inclusive, group witnessing is not merely for the purpose of covering territory. House-to-house group witnessing should be followed through by evening back-call group activity, calling back on all placements and where interest has been found. And if there is need for training publishers how to present the message of the Kingdom from house to house, and there is, how much greater the need of training them in how to make back-calls and how to start book studies.

To this end let each mature publisher, wherever possible, come to the Kingdom Hall or book-study meeting point on back-call nights and arrange to take along a publisher needing training in the back-call and book-study work. Thereby you will be aiding your brother at the same time that you are feeding the "other sheep". And keep it up. Do not expect them to acquire ability and confidence to make back-calls and conduct book studies after just one or two evenings. And as they show appreciation of this feature of the work let them make a call or two on their own, and perhaps turn over a book study to them. Then look around for another publisher that needs help in this feature of the work and train him.

We spend much time in 'hunting' and 'fishing' for the "other sheep" and then in feeding them. Let us not neglect those who have taken their stand and who may need help. Remember, "no man lives unto himself" also applies to our field service. Take part in group witnessing.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

February 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	705	166.9	60.1	7.8
Gen. Pios.	2,817	137.3	41.2	5.9
Co. Pubs.	60,553	13.5	3.3	.5

PUBLIC MEETING CAMPAIGN

Total Meetings Held 2,421

Keep Up the Good Work!

Good work? With February showing a drop in activity? Yes, good work, for after a comparatively mild winter, February saw this country swathed in blizzards and snowstorms, from one end to the other, such as had not been seen in years; and yet, in spite of this, the report shows over a thousand more publishers this February than any previous February.

Four months in a row, November, December, January and February, each has witnessed the highest number of publishers for its respective month on record. Keep it up.

Magazine Bags

We have a limited supply of magazine bags on hand. Due to increased costs of material the price of these bags will be 35c each to all publishers. The additional charge is being made on all back orders for magazine bags that are being filled.

Companies and pioneers may order these now, keeping in mind that these are cash items and remittance must accompany all orders.

INFORMANT

MAY, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

Perfectly Equipped for Expansion

Booklets to Be Distributed During May

New Publishers Become Better Equipped for Further Service

Jehovah perfectly equips his people to do the work assigned them. He endowed Noah with wisdom, ability and instruction to build an ark. He gave Israel laws and educators to guide them in right worship. He supplied Jesus with his Word and holy spirit, enabling him to prove Satan false and to preach under stress the Kingdom. And today, when Theocratic expansion into earth's uttermost parts must be effected, and that with rapidity, Jehovah adequately equips his people. *Watchtower* studies and service meetings, the Theocratic ministry school with its written reviews, servant to the brethren visits and informative circuit assemblies, these are his provisions to make Jehovah's witnesses "complete, perfectly equipped" for expansion.

Expansive Booklet Distribution During May

Twenty million booklets now lie on stock-room shelves throughout the country. Some are older, others are of more recent publication. Every one, however, shows forth God's truthfulness and discusses scriptures given 'for doctrine, reproof and correction' of men of good-will. Booklets such as these have been stepping-stones to a knowledge of the truth for many who are now readers of this *Informant*. These same booklets accomplished a mighty work of expansion in foreign lands, where the latest literature did not enter, during World War II. Recognizing such as effective instruments for world-wide, national and local expansion, company and pioneer publishers will equip themselves with many sets of seven and three booklets, then distribute them extensively throughout their territories. Three for 10c, seven for 25c, will be the contribution rates.

All companies having either a surplus supply of booklets or insufficient stock should immediately contact all near-by companies and arrange for an equitable distribution of booklets for the May campaign.

Showering the nation with waters of truth in booklet form means organized action of all expansionists during May. It means service on week-ends. It means uniting in evening booklet work, with book-study headquarters used, where convenient, as service assembly points. Daytime midweek group witnessing, as well as coverage of individual territory, will further enhance May's booklet expansion. Housewives, also, may be able to set aside an hour or so afternoons to working near home. Preparation of a concise "booklet witness", or perhaps two or three, will better equip the publisher for proper introduction as householders open doors. Successful booklet expansion means full usage of Theocratic equipment in co-ordinated action on all fronts, with servants and regular publishers taking the lead.

Equip New Publishers for Further Service

Expansion brings increase in number of gospel-preachers. Off to a good start with handbill distribution during April, new publishers will welcome expansion of individual service in May. Equip new praisers of Jehovah with booklets, and personal instruction in door-to-door witnessing. Show love for them through patient, diligent, considerate assistance, regularly. Inactive persons, irregular and new publishers, as well as book-study attendants who appreciate the Kingdom, will respond readily to your friendly service invitations, and become equipped for enlarged Kingdom privileges, as Jehovah's spirit directs their paths.

Back-Calls and Public Meetings Continue

May's booklet expansion will not crowd out our efforts to feed the "sheep", as back-calls on subscribers, book and booklet obtainers are made. Be "complete" through constant follow-ups. Return calls on last year's subscribers who have permitted regular visits of the world's most needed periodicals to stop should result in many more subscriptions. Give each expiration slip prompt attention. Bound books will not be given free with subscriptions during May. Be on the alert daily to start "*Let God Be True*" studies, as a means of equipping good-will persons for perfect service to the true God.

Multitudes of strangers will hear with rapt interest the truths proclaimed publicly during May and succeeding months, as enthusiastic publishers lay the essential groundwork in the field. Watchful publishers will be on the job after public meetings to ask strangers if they have questions and personally offer handbills inviting them to the following week's talk. Reports show that some strangers spoken to a few months ago at public meetings are now regular publishers. The booklet offer may be mentioned briefly this month, after the talk.

For 31 days during May, "daily, and in every house," in cities and small villages near by, perfectly equipped ministers of the Most High will seek to expand, in varied Scriptural ways, their activity in preaching the message of Jehovah's New World.

Subscriptions to date 221,150

Publications Now in Stock

Enemies ..... Sesuto
Salvation ..... French
The Watchtower in Italian changed from monthly to semi-monthly.

Circuit Assemblies

Divine Provision for Expansion

March concluded the first thirteen weeks of circuit assemblies. During that time seventy-eight circuits were served, which include 1,555 companies and 31,293 publishers. The following observations are made to convey a clearer picture of the enthusiasm with which the brethren supported these assemblies: The 31,293 publishers shown in attendance represent 96 percent of the average number of monthly publishers in the companies that were served, and represent 80 percent of the peak number of publishers in these companies. The number of persons who listened to the public talk "Blessed Are the Peacemakers" was 54,381, or 23,088 public and persons of good-will over and above the number of publishers in attendance. There were 1,033 brethren baptized at these assemblies. This splendid record was made during the severest part of the winter, and is a very definite evidence of the spirit and power of the Lord upon his people and this method of service.

A Profitable Opening Night

Field service, the very essence of the commission given to Jehovah's witnesses has been stressed throughout these assemblies. It is the service meeting that provides instruction in field service, with its variety of talks, handling of *Informant* articles and practical demonstrations. Servants to the brethren and those assigned will be diligent to constantly improve these meetings and literally pack them with practical, instructive and demonstrative features directed toward overcoming weaknesses in the circuit.

The Theocratic ministry school has been enthusiastically supported and now the study of "*Equipped for Every Good Work*" with its added feature should encourage all attending to be prepared to participate. When filling out the circuit assembly program order, servants to the brethren should show the subject for the second student talk.

Saturday Evening

The circuit activity meeting is of vital importance, since it is 'made to order' to overcome problems within each circuit. Brethren have benefited greatly by this practical, frank, open discussion of conditions in companies as regards company meetings, helping publishers in the field and organizing campaigns. Greater unity is attained by this sharing of problems and discussing of the remedies therefor. Particularly has attention been directed to showing the need of aiding those weaker brethren, the irregular and inactive ones and those once associated but who now seldom attend meetings. As with the human body, so with a company organization, rather than cast aside or shun a weak or ineffective 'member', the servants and publishers will be diligent to call on, encourage and help these brethren to a condition of spiritual health resulting from full activity and participation in all company activity.

Building up greater interest and participation in meetings, giving of more personal instruction in the field, aiding more companies to put on public meetings, have all been discussed at these meetings, to the advancement of Kingdom interests. So as to be prepared for this meeting we suggest that during the weeks prior to the assembly brethren be considering the problems of their company and the contributing causes, noting such down on paper. Then attend the circuit activity meeting ready to share in this most practical discussion.

Field Service

In addition to the discussion of service, actual field experience, including house-to-house witnessing, back-calling and street witnessing have been the portion of those in attendance. Many newly interested persons, being moved by the spirit of the assembly, are getting their first experience in the work by having experienced publishers instruct them at the doors and in the organized back-call work. In addition, servants to the brethren report many companies showing increases in activity following their assembly, and this is borne out by the fact that each of the five months November to March witnessed the highest number of publishers for that month on record!

Unquestionably the circuit assemblies are a gracious provision of the Lord for the welfare of his servants. The entire assembly is very practical. From the well-rounded-out program they experience a properly arranged service meeting and Theocratic ministry school where they not only observe, but hear profitable instruction for proper Theocratic activity. The circuit activity meeting on Saturday evening is invaluable in its obtaining of unity in the circuit and in the hearing of Theocratic ways of solving Kingdom service problems. Furthermore, Sunday provides a full day, beginning with the provision for baptism for those wishing to symbolize their consecration. Then there is the opportunity for new ones to engage in field activities. The public talk provides a splendid opportunity to acquaint the newly interested ones with the Lord's Word and His organization. Following this is a properly conducted *Watchtower* study, with the day climaxed with two constructive spiritually strengthening service talks. Hence, with this varied, all-round instruction and field-service opportunities together with the joyous association and fellowship together, all will be strengthened to continue on unitedly in the great test of integrity. Circuit assemblies are for your good. Make all preparations to attend them, participate in all features, apply the instructions received, and share in the joyful expansion of the Kingdom activities.

"Jehovah's Christian Witnesses" Testimony Period

Three-Bound-Book Campaign Opens in June

Extensive Rural Witness to Begin as Publishers Country-wide Turn Toward Outlying Sections

Extensive rural witnessing! Outdoor public meetings! A three-bound-book offer, including *"Equipped for Every Good Work"* and *"Let God Be True"!* That is the prospect facing Jehovah's Christian witnesses during the four-month period beginning in June. Taking their cue from the words of the apostle Peter, as he opened unto the Gentiles innumerable Kingdom blessings and privileges, faithful witnesses today will do their utmost to testify regarding the mercy of God to all who will hear, especially to those living in the outlying sections of territory who have received little attention during the last five years.—Acts 10:41-43.

While working outlying sections it is fitting that we present a very substantial offer to the people. It will be three bound books on a contribution of $1.00, featuring *"Equipped for Every Good Work"* and *"Let God Be True"* along with one other bound book. Where this offer is not accepted, present either the book *"Let God Be True"* on a 35c contribution or *"Equipped for Every Good Work"* on contribution of 50c.

What a composite line-up of Bible instruction in one offer! There is the full historical background of the Bible, showing its origin and writing, and brief analysis and summary of each book of the Bible, contained in *"Equipped for Every Good Work"*, and a complete Bible treatise of a vital doctrine in each of the 24 chapters of *"Let God Be True"*. Publishers should present the three-book combination *first* and show the many features. Servants should give much thought at working out well-planned and instructive demonstrations at service meetings, showing various ways of presenting this offer with its many good talking points.

In order to establish the summer's rural work, extensive back-calling should be done wherever literature is placed. Effort should be made to start studies in the book *"Let God Be True"* and to conduct such regularly throughout the summer and fall at least. At the same time encourage the people to read *"Equipped for Every Good Work"* lesson by lesson by pointing out how much valuable information they can get in so short a reading period. During a back-call take advantage of every opportunity to put to use the various features of this handbook in helping the people gain greater knowledge of the truth.

Effective Rural Witnessing

With rural witnessing now to the fore, territory servants should endeavor to bring all rural assignments up to date with the latest accurate information. Such might be obtained by writing to the Department of Map Reproduction, U. S. Geological Survey, Department of Interior, Washington, D.C. Also, the State Highway Department often has information, as well as the county courthouse. Information as to obtaining rural delivery and county maps might be obtained by checking with the local post office or writing to "Superintendent", Division of Finance, Post Office Department, Washington 25, D.C. In conjunction with lining up territory, back-call servants should prepare slips for all back-call names, including those for expired subscriptions, and see that such are in good order for the summer campaign.

It may be necessary for the company to obtain additional rural territory from the Society to care for all publishers and pioneers associated. Special pioneers now working with companies may also spend much of their time working in rural territory during the next four months, making sure, however, that back-calls and book studies in the city assignment are properly cared for. Where special or general pioneers are working in towns in which no company is located, they may make application to the Society for assignment for the adjacent rurals.

Public Meetings In Rurals

Enlarging summer rural witnessing will be the extension of public meetings to these sections. All company servants should canvass the prospects of putting on public talks in small outlying towns and villages as well as rural areas. Fairgrounds, schoolhouses, grange halls, small parks, or even someone's front yard, all yield prospects for public meetings. Advertising for such will be carried on Saturday in the local shopping center and by calling on the people Saturday and Sunday. Public talks can be put on even on Saturday afternoons and evenings in many small towns, thus serving many farmers in for their shopping. The series will consist of at least four talks each, except where circumstances necessitate that a shorter series be put on. Co-operation between companies in putting on many public meetings can be efficiently worked out by the servants and discussed during the circuit assemblies.

Planning Car Groups

When groups go into the rurals they should spend many hours, leaving early in the morning, taking a lunch along, and working all day. Real planning is necessary for the maximum of accomplishment. Groups will be made up at service meetings for the week's activity, in conjunction with the public meeting campaign in outlying territory. Car groups will be assigned sufficient rural territory for the series. Other witnessing groups of publishers will be lined up and assigned territory in certain outlying towns and villages that they can reach by bus or train, spending the entire day in the territory. City witnessing will also be arranged for those unable to work in rurals.

Where they can do so, publishers will arrange to spend weekdays working rurals, and to this end pioneers and special pioneers who have cars will greatly aid companies by spending certain weekdays taking publishers into the rural territory.

Rurals should be worked in the following manner. Nearly every rural assignment has its thickly settled portions and small villages where three or four of the stronger and more energetic publishers of a car group can be let off with a supply of literature and can work such territory by walking. The remainder of the car group can go into the sparsely settled rurals, and in this manner accomplish more work with less waiting. Definite arrangements to pick up the other publishers will be made.

The car driver should study his map and plan how the work can be done with greatest efficiency. The group may work out some roads, do crossroads and work back toward home on another road. A house-to-house record should be kept so that proper follow-up can be made. Of course, most rurals will not have roads named nor will houses be numbered, but by identifying highway numbers or certain named roads, indicating where you start by certain known landmarks, noting houses by counting first, second, etc., from such marks, showing color of house and marking left or right, it is possible to keep a very accurate record. Roads leading off would be worked and recorded as they came, the houses on such being numbered from one on up, for each side road.

Back-Calling In Rurals

If proper record has been kept and the car driver plans his work properly, he will work a certain section of territory the first day out. The next time he will go over a certain section, where books have been placed previously, and make some back-calls on the way to the new territory. Near the end of the day's witnessing this time, the car group will start toward home by a different road where there are back-calls to be made. As the group works farther out more back-calls will accumulate on the different roads and require careful attention on the part of the driver to see that publishers be given assistance in making back-calls.

With the development of back-calls comes book studies. It might not always be possible to hold book studies every week in outlying rurals; but perhaps studies every other week might be arranged. It will be necessary to drop off those publishers who have studies, and during this time the other publishers will perhaps work near-by not-at-homes or other back-calls. Usually some sort of schedule can be worked out so that everyone can keep busy making back-calls, conducting studies and sharing in working additional rural territory.

Briefly, the above outlines the prospects. The results depend entirely upon the efforts of servants and publishers. Start making plans now. Make the 1947 rural campaign the greatest campaign of summer witnessing to date. Provide for very extensive coverage of rural territory and for the starting of studies therein. As Jehovah's Christian witnesses, share to the full in extending the message of truth to others and in receiving the many attending blessings.

Amnesty

The Society is now gathering information on each one of Jehovah's witnesses who has been convicted under the Selective Training and Service Act from 1941 to 1947.

If any man has not received the letter dated March 12, 1947, containing questions to be answered, please write us or obtain such from some pioneer or company servant.

The information called for in the letter should be sent in immediately, and by no means later than May 15.

This notice does not apply to brethren who have already provided us with the information.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

March 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	726	173.6	61.6	7.5
Gen. Pios.	2,788	143.2	42.9	6.1
Co. Pubs.	63,678	14.3	4.1	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held 2,610

Faithful Service Blessed

Again Jehovah's blessing upon the activity of His servants has been strikingly manifested. March, 1947, is the fifth consecutive month in which the total number of publishers exceeded that reported in any previous respective month, and that by more than 2,500 publishers. Certainly this is cause for rejoicing.

Will April be the sixth month? If so, it will also mean an all-time high in total publishers and so furnish an even greater cause for rejoicing. All will await the figures to appear in next month's *Informant* with keen interest.

Memorial Week-End Activity

Total attendance at Memorial	105,897
Total partakers at Memorial	10,795
Total number public meetings held	1,690
Total attendance at public meetings	73,955

Taking Up Pioneer Service

Plan for Full-Time Ministry, and Be Alert to the Opportunity Whenever It Opens Up

Many brethren have responded to the call issued by the Society for more pioneers and have now been enrolled and placed in the vanguard of Jehovah's army of gospel-preachers. This immediate response is very gratifying, but the subject should not be allowed to end here. Instead, the opportunity and privilege of taking up pioneer activity should be held constantly before all God's people in order that they may carefully and diligently plan their life's course with the objective of becoming full-time ministers.

District servants, servants to the brethren, and servants of the companies should regularly present this matter of becoming pioneers while serving the companies and circuit assemblies. Make it part of the admonition and instruction to the brethren for their improvement as able ministers in Jehovah's service. Pioneers likewise, show the others by your own steadfast course how it is possible to continue in full-time service through faith in Him who is able to sustain you. Encourage all who possibly can take up pioneer service to do so, that their joy may be full and the Kingdom gospel made known to many. Youthful servants of God, take advantage of the opportunity to become vacation pioneers so that you too may join in praising Jehovah's name.

The love, faith, and zeal of God's people in carrying out their commission to preach the gospel will cause many of them to become pioneers. After fully counting the cost, and weighing all the prospective difficulties and hardships, the fact will still remain: Jehovah can and will sustain those who put the Kingdom interests first. Cast in your lot with Him who owns the cattle on a thousand hills and can crown your efforts with untold blessings now and in the end grant eternal life.

INFORMANT

JUNE, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

"Jehovah's Christian Witnesses" Testimony Period

Marks Beginning of Expansive Rural-Witnessing Campaign

Outstanding Three-Bound-Book Offer to Be Stressed

'Unto witnesses chosen of God . . . he commanded to preach unto the people, and to testify.' (Acts 10: 41-43) At the time Peter spoke these words he was preaching to the people as Jehovah's Christian witness. He and his fellow servants ceased not to preach and teach the Kingdom in the homes and the streets, in the cities and *rurals*, inviting others to take up the Kingdom-proclamation work. And so in June Jehovah's Christian witnesses will likewise go forth and "preach unto the people", not only in the cities, but particularly in the rurals. June marks the beginning of a widespread four-month rural-preaching campaign.

Review May "Informant"

June will witness publishers carrying forward their rural-witnessing activity as outlined in the article in the May *Informant*. This article provides instructions for effective rural witnessing, public meetings in rurals, planning car groups, and back-calling in rurals. Throughout June and the entire summer campaign these instructions should be constantly reviewed at service meetings and diligently applied during this intensive rural activity. Service meetings should see effective, instructive demonstrations and talks, and also the organizing of groups as outlined in the April and May *Informants* dealing with group witnessing so that everyone possible will be aided to the greatest extent in sharing in the summer rural-witnessing campaign.

Splendid Offer to Be Stressed

"Equipped for Every Good Work", *"Let God Be True"* and one other bound book, on contribution of a dollar: what an exceptional offer for June! Such beneficial offer should be presented at each door, so that those living in the rurals who have not had a witness during recent years will be given ample opportunity to take advantage of it. Where the people have *"Equipped for Every Good Work"* and *"Let God Be True"*, any other two bound books may be substituted.

A convincing and sincere presentation of this splendid offer is essential. By now publishers should have many excellent talking points for *"Equipped for Every Good Work"* and *"Let God Be True"* as a result of the regular weekly study and the written reviews. Jehovah's Christian witnesses are armed with a thorough knowledge of the origin, preservation and authenticity of the Bible, as well as an understanding of the birth and growth of Bible languages. As the study of the textbook progresses further information regarding manuscripts and versions will be gained and used. In making the offer, publishers can show parents how these books not only assist them in acquiring a knowledge of the Bible, but are marvelous aids for instructing their children in the Lord. Convincing presentation should be something easily attained by the well-trained Theocratic minister.

To facilitate the equal distribution of literature available, it has been necessary to cut down some orders for *"Equipped for Every Good Work"* to approximately a two-month supply. If, upon receipt of the invoice, you find this to be true in your case, it will be well to re-order additional supplies as necessary.

Continued Public-Meeting Progress

The rural witnessing campaign would be incomplete if we did not also extend the public-meeting work to the outlying sections of our territory. With the approach of the warm summer months emphasis should be placed on outdoor public meetings in small parks, country villages, fairgrounds, even front yards, as well as halls; in fact, wherever meetings can be arranged. (Companies with no rurals also may arrange for outdoor public meetings in the cities.) Do not hesitate to put on outdoor public meetings where possible, for reports show that in many cases attendance exceeds that of indoor meetings and that such are truly a source of Kingdom advancement. Try it!

When advertising with handbills in outlying communities, publishers may find that local officials will question the legality of the work, using antiquated and illegal ordinances. This will not stop the alert Kingdom publisher, who knows full well he has Jehovah's support and the backing of His Word, and that his freedom to worship in this manner is guaranteed by the Constitution and upheld by the Supreme Court. He will be equipped to present a good witness, if the occasion arises.

Evening House-to-House Witnessing

Evening is one of the best times to meet the people. With the cares of the day lifted from their mind, many are in a meek, receptive mood, ready for the Kingdom message. Hence, evening house-to-house work should not be neglected because it seems impractical to carry it to the rurals. Rather, redeem the time in evening witnessing and handbill distribution in covering small towns as well as city territory. Many brethren have experienced good results from this work.

The evening house-to-house work has a two-fold purpose: Not only does it afford regular publishers another opportunity to engage in the service, but irregular publishers and inactive persons can be assisted, and new interest introduced to field activity. Invite your back-calls to accompany you in handbill distribution in the evening. Take them with you to the door. Demonstrate the presentation of the message. Give them practical field instruction.

The coming summer months, including June, are superabounding with privileges of Theocratic service for the publishers. The command of the King is: "Preach unto the people, and testify." Heed that command and bear witness to Jehovah and prove your claim to the name "Jehovah's Christian witnesses".

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

April 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk St.
Sp'l Pios.	722	173.5	62 2	7.4
Gen. Pios.	2,948	144.4	42.6	5.8
Co. Pubs.	69,842	15.1	3.9	.5

PUBLIC MEETING CAMPAIGN

Total Meetings Held 6,089

April Sees 73,512 in Action!

Previous All-Time Peak of Publishers Eclipsed

With keen interest all expansion-minded publishers have awaited the report for April. Would it be the sixth-best consecutive month on record? Would we see a new peak of total publishers for this country? Or would we have to wait still longer to eclipse our peak of total publishers (72,490) of April 1943?

All such now have great cause for rejoicing, for April *is* the sixth consecutive best month on record and we did attain a new peak of publishers by more than 1,000. Yes, we are expanding, and to Jehovah goes all the praise. Without his blessing upon the faithful service of the individual publisher and the efforts of servants and other mature ones to aid the new and weak publishers, and without his blessing upon the activity of the servants to the brethren and the circuit assembly arrangement, such expansion would not continue to be realized month after month. "[Paul] planted, Apollos watered; but God gave the increase."

Jehovah always does his part if we will but do ours. Let us therefore continue to press forward, ever alert to our opportunities and especially that of helping others to have a greater share in the work of expanding the true worship in the earth. Good though our report for April is, there is room for still greater increase, as it still is below our total of regular and irregular publishers. By each and every publisher putting forth the effort, May and June can surpass even April. Such expansion is bound to result in increased praise to Jehovah and greater joy to ourselves.

(NOTE: All company servants and pioneers should carefully check each report before sending it to the Society, to make sure that it is filled out accurately and completely and has stamp attached.)

Company Bank Accounts

On June 20, 1944, the Society sent a letter to the companies of average size or larger asking for information concerning the companies' bank accounts, and providing a form for the company servants and accounts servants to fill out and return to the Secretary's Office.

Since then, there have been some changes in check signers, bank used, and other changes affecting this information, and also additional companies have opened up bank accounts. Therefore, any company that has had a change in the information previously given regarding the bank account and has not filled out a new form for the Secretary's Office, and all companies that have since opened up bank accounts and have not supplied this information, should now do so. In each case the company servant should write to the Watchtower Bible & Tract Society, Inc., Secretary's Office, 124 Columbia Heights, Brooklyn 2, N. Y., stating that there has been a change in the company bank account, or that a bank account has been opened, and request the bank account cards to fill out and return.

294,545 New Subscriptions

Home Studies Should Establish New Subscribers

"The truth of Jehovah endureth for ever. Praise ye Jehovah." Yes, the ever-enduring truth of Jehovah's Word sounds the call for more persons to learn of and praise Jehovah. To this end Jehovah's witnesses obtained 294,545 new subscriptions for *The Watchtower* and *Awake!* during the 1947 four-month campaign. Though the very start of the campaign saw the critical paper shortage prohibit the supplying of sufficient magazines for distribution, brethren everywhere pressed ahead using what they had, and the results are gratifying. Additionally, thousands of renewals have been received, indicating a consistent interest in the magazines on the part of the subscribers.

With the good work of obtaining these subscriptions, publishers should not think their assignment finished. Call back on all subscribers and endeavor to start home *Watchtower* studies so that they will receive full benefit from this most important magazine. So doing, the 1947 subscription campaign will have effected the greatest practical and beneficial results of any campaign to date.

Los Angeles Convention

Write Early for Rooms and Trailer Camp Reservations

As first announced in the March 15 *Watchtower*, the national convention of Jehovah's witnesses will be held in Los Angeles, California, August 13 to 17. The Society has engaged the facilities of Wrigley Field for the occasion, and preparations for a grand gathering of the Lord's people are under way. By the time you receive this *Informant* a spearhead group of pioneers and company publishers will be preparing for the delegates. Coming as a climax to Brother Knorr's five-month round-the-world tour of the Society's Branches and representatives in more than twenty lands, including China, Egypt, Germany, India, Italy and Palestine, it promises to be a joyful and blessed time. Enthusiasm runs high as arrangements get under way for this first sizable convention in the West for many years. It is expected that there will be a 100-percent attendance of the brethren in the western states, along with many hundreds of people of good-will, and a good representation of delegates from the states in the eastern part of the country. It will be a time of refreshment in spiritual things, and all who find it convenient to attend at Los Angeles are encouraged to do so. The brethren in the West have long desired a large convention, and now the opportunity will be afforded to give a good witness in that section of the country.

What to Do Now

With this *Informant* a supply of Room Request Forms is being sent to your company. Companies in the West will receive ample forms for all their publishers and persons of good-will; but the brethren in companies distant from Los Angeles who plan to attend the convention should ask the company servant for a Room Request Form. Companies in the East are being sent a limited supply. If more forms are needed, please write the Brooklyn office, marking your letter for the CONVENTION COMMITTEE. These forms should be filled out and sent to WATCHTOWER CONVENTION, 106 W. Venice Boulevard, Los Angeles 15, California, as soon as possible, by June 15 or not later than July 1. It will be to your advantage to *write early*, and it will give the Rooming Committee an accurate idea of how many delegates will be in attendance. Many rooms will be requested, and you want to be sure to get your assignment as soon as possible. Due to the large number of rooms to be assigned, you may not receive your room assignment before you leave home, especially if you write late. In such case, be sure to call for your assignment at rooming headquarters in Los Angeles. It will be there for you.

The housing situation in Los Angeles is rather difficult, but the Rooming Committee will make every effort to fill your requests and provide you with the kind of accommodations you want. The brethren will be working hard to obtain accommodations for you; therefore, every publisher should assist in avoiding difficulty by accepting the accommodation assigned. Many accommodations are provided by persons of good-will who are very conscientious about putting the rooms in the best possible condition for the conventioners. Therefore, to avoid bad feelings and misunderstandings please go to the room to which you are assigned. Be sure to notify the landlady if you can't be there on the date specified, so that she will not be upset by your failure to arrive on time and hence make frequent phone calls to the Rooming Committee. Be certain to write for rooms in advance; don't wait until you are in Los Angeles and then try to get rooms suitable to you. The earlier you write, the better your opportunity of obtaining what you prefer. *Write for rooms, and write as soon as possible.* Address WATCHTOWER CONVENTION, 106 W. Venice Boulevard, Los Angeles 15, California.

The Society is arranging to have a trailer camp at Los Angeles, a few miles from Wrigley Field. Space will be provided for the erecting of tents and parking of trailers. Water, electricity and other conveniences will be had in the camp. Write to the Convention Committee for space in the camp for your tent or trailer. The application for trailer camp space is found on the reverse side of the Room Request Form.

Volunteer Service

Supplies of the Application for Volunteer Service form are being sent only to companies in the convention area, and these should be sent to the Convention Committee by company servants not later than July 1. There will undoubtedly be other brethren elsewhere who have skilled trades (such as licensed plumbers, electricians, carpenters, tinsmiths, cooks, sound men, etc.) attending the convention. If such brethren wish to volunteer their services, please write the Convention Committee in Los Angeles regarding your qualifications and what tools or equipment you can bring with you, as well as the date you expect to arrive in the convention city. However, the Society requests that only those pioneers and company publishers who receive official notice proceed to Los Angeles ahead of time. Others will remain in their assignments, caring for the good-will interest and preparing for travel to the assembly.

Transportation

Train, bus and car groups should be arranged for now, and the brethren should co-operate with one another in making up groups for trains and special busses. In larger companies, especially those where the majority of the brethren will be going to the convention, the company servant should begin investigating transportation possibilities, extra coaches on trains, chartered bus service, etc., and talk these things over with the servants and brethren assembled. Find out what are the plans of the majority, summarize your transportation problem, and write the Society regarding it by June 15 at the very latest. It may be that you can join special cars or trains from other sections, or that you can be directed to the aid of others en route. Write WATCHTOWER CONVENTION TRANSPORTATION, 117 Adams Street, Brooklyn 1, N. Y. Be sure to address your letter as above; otherwise it may be delayed. Take into consideration the people of good-will in all of these arrangements.

With this *Informant* you will find a memorandum on CONVENTION TRANSPORTATION. The memorandum, along with this *Informant* article and the Room Request Form, should be considered at the first service meeting following receipt of the *Informant*, especially in the western states. Companies in the eastern part of the country should consider this information to the extent necessary to inform the brethren who plan to attend the convention. The proper use of the Room Request Form should be explained to the brethren.

It is only a little more than two months until the convention, so the brethren who plan to attend should get busy with all arrangements. Take with you the people of good-will from your book studies and give them the privilege of rejoicing in the good things of the Lord's table. Every reasonable effort should be made to aid everyone possible to attend the convention. However, due to the great distances of travel, especially for those brethren in the eastern part of the country, some may find it more advantageous to remain at home and give their undivided attention to the field work in their territories and to the local circuit assemblies. Nevertheless, those who can reasonably attend the assembly are encouraged to do so and participate in its five joyful days of praising Jehovah's name. Those finding it not possible to attend the western convention this year have the consolation of knowing that a convention has been arranged for the East in Philadelphia, Pennsylvania, November 21, 22 and 23, and they rejoice to look forward to this convention and the good things the Lord has in store for them there. Surely Jehovah's arm is not shortened and He provides bountifully for the needs of His people!

Stronghearted for International Praising

Strengthen Rural New Interest for Praising Through Studies

Stronghearted praisers in and among all nations will continue during July to present to the rural populace the invaluable three-bound-book offer. Even a casual reading of this literature will aid them to "know their Bible", and to appreciate more deeply God's perfect guide. The chief objective, however, is to make known how they may unite in praise to Jehovah, and gain life. To strengthen our rural friends for praising, thorough Bible education is required, a fact which obliges each publisher to instruct good-will through back-calls and book studies.

The finest instrument at hand for Bible instruction is the book *"Let God Be True"*. It tactfully but surely roots out of mind demon religion's baseless doctrines, and implants in their place the authoritative teachings of God. After firm foundation is laid, the final chapter tells right-hearted learners how to *serve* the true God, while the spirit of the Lord makes them stronghearted for active service. Undoubtedly many future publishers dwell in rural sections, not worked for some time. They desire and need our help and instruction. Care for them during succeeding months by calling back and studying. Encourage also regular reading of *"Equipped for Every Good Work"*.

Rural follow-up activity can be attended to on Sunday and during the week. Diligence in this service may mean the building of a nucleus of publishers able to cover their home territory year-round. Prospect exists also for establishment of company book studies. If just one person in each company's rural territory in this land were to become active an increase of about 3,000 publishers would result. Our privilege is to encourage their praise of the Most High through constant back-call and book-study instruction. Let us do that, and Jehovah the Increaser will richly bless the effort, internationally.

VACATION

In order that companies and pioneers may plan their work for about two months of the period affected, they should order literature well in advance of August 9. This instruction is given in view of the information we here give that the Brooklyn factory, office and Bethel home will be closed for the period of Saturday, August 9, to Sunday, August 24, inclusive. This vacation arrangement will allow for some members of the Bethel family who can so order their affairs to attend the national assembly of Jehovah's witnesses in California, August 13 to 17. During the vacation period as little correspondence as possible should be sent to the Society, with the exception of report cards and subscriptions.

Written Reviews

Jehovah's Ministers Highly Appreciative of Latest Aid in Becoming "Equipped for Every Good Work"

The present study of the book *"Equipped for Every Good Work"*, with its written tests or reviews, has been thankfully accepted by Jehovah's servants as one of the most important steps to date in their necessary advancement in knowledge of and ability to serve the Most High.

Some were manifestly timid at taking the initial reviews, but, now that the procedure is becoming familiar, and so many did far better than they expected, each review is being eagerly anticipated. Those eager to make progress as efficient gospel-preachers are finding much joy in attending the Theocratic ministry school and fully entering into this helpful study of the Bible, its authorship, worth, and use.

The fact that both brothers and sisters, young and old, profit equally by the arrangement is of itself a great incentive for everyone to actively participate therein. All of Jehovah's servants fully realize the absolute need of training and education in the ministry, and this particular study will bear fruitage in attaining to that degree of ability that marks the mature man of God.

Thus equipped, God's able ministers will effectively feed His "other sheep". No longer can they feel inadequate for this task, but possessed of the necessary training by the aid of God's spirit they can enter efficiently into every feature of gospel-preaching activity. The increased attendance at the ministry schools testifies to the appreciation of Jehovah's servants for this latest educational aid. All who love God will gladly use it to His praise, to the benefit of others, and to their own everlasting good.

Yearbooks and Calendars

The Society has a supply of the 1947 *Yearbook* and Calendar still in stock. These are very helpful in educating persons of good-will as to the activities world-wide of Jehovah's witnesses. In order to provide further distribution we are placing these with companies and pioneers at a reduced rate of 25c for the *Yearbook* and 13c for the Calendar. Remittance must accompany order.

INFORMANT

JULY, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

Stronghearted for International Praising

Three-Bound-Book Rural Campaign Gains Momentum

Servants to Set Example in All Features of the Work

"Upon the earth distress . . . perplexity; . . . men's hearts failing them for fear." How accurately Jesus' great prophecy foretold present conditions of sorrow, strife and confusion! Such conditions, however, do not dismay Jehovah's servants, for they heed the admonition long ago given: "Be strong, and let your heart take courage, all ye that hope in Jehovah." (Ps. 31:24, *A.S.V.*; our text for July) To be "stronghearted for international praising" we must 'keep our hearts with all diligence'. That means filling the heart (mind) with the right things, with the truths concerning Jehovah, his kingdom, and his requirements for us. It means individual study. It also means parents' arranging for family group study, assisting their children in the study of *The Watchtower*, the *Informant*, *"Equipped for Every Good Work"* and *"Let God Be True"*, and thus faithfully discharging their obligations to bring up their children in the "nurture and admonition of the Lord". And it means one and all attending and taking part in the meetings where these publications are studied. Only by continued study and service shall we be able to face the world turmoil and its inevitable destruction with abiding confidence in Jehovah, with strong hearts.

During July all Kingdom publishers will continue to present the special bound-book offer featuring *"Equipped for Every Good Work"* and *"Let God Be True"*, together with one other bound book, on a contribution of one dollar. By now each one should be familiar with the contents of these publications, so as to be prepared for each circumstance. As a recent *Watchtower* expressed it, 'be alert to sense the state of affairs and then call upon your store of knowledge and use that knowledge aright.' From early reports at hand it is quite apparent that the campaign has gotten off to a very good start.

Rurals Proving Fruitful Field

This offer is especially for the rurals. Therefore thoroughly cover your rural territory, reaching *every* home. Where no rural territory is available, concentrate on city territory, beginning with that which has been without a witness the longest. Should you run out of the featured books before your next shipment arrives, do not slack the hand, but continue with any three bound books on a dollar contribution.

Having planted the seed, let us not leave it to chance to prosper. Water it, clear out the stones and thorns, by *calling back*. Start book studies with them and also show them how they can conduct a study by themselves. There are many of good-will in the rurals. In fact, pioneers report that much of their interest is located in the surrounding rurals. In some areas companies have been started recently consisting almost entirely of persons of good-will living in the rurals. True, it requires more effort to call on these, but the results more than make up for it.

Thorough Preparation Necessary

Just as individual organization is necessary for one to do his best, so group organization is indispensable for a company to accomplish the most good in the rural campaign. Service arrangements for the succeeding week should be definitely made at each service meeting (some companies are still not doing this); taking into consideration every factor involving the efficiency of the work. For instance, book-study groups may be utilized in car groups for week-end rural witnessing; those able to stay all day should be assigned to one car, while others who are able to work only a few hours would be assigned to another group.

During July the public meeting campaign should also be pushed to the limit. Endeavor to obtain schoolhouses, halls, and particularly outside meeting places. Where all else fails, use a vacant lot or the front yard of the home of a person of good-will. Many report good attendance at such meetings, frequently better than at those held inside. July is also a very good month for evening house-to-house work. (For further instructions regarding the summer campaign see the May *Informant*.)

In the Lord's arrangement each one has a responsible assignment, and therefore each one must perform his part in the service. Particularly should servants in the company measure up to their privileges, for, more having been committed to them, of them more will be required. Therefore let all servants be examples to the flock by being diligent in all features of the service. Take the lead in the house-to-house, back-call, book-study, street advertising and public meeting activities. So doing each company of Jehovah's servants will be a stronghearted unit for international praising.

Literature

As of May 1, 1947, all literature in stock is to be placed with the publishers and the public at the rates in the new cost list. Companies will evaluate all literature on their progressive inventories at the new rates regardless of when the literature was received.

Many brethren, when they received a shipment of literature less than what they ordered have waited expectantly for the balance of it to arrive. As noted on the invoice, only literature actually listed on the invoice will be shipped. Items ordered but which have been canceled are never charged on an invoice, and *must* be reordered later if they are desired.

Convention Time Nears

Have You Made Preparations to Attend?

The time set aside for the 1947 National Convention of Jehovah's witnesses, August 13-17, is rapidly drawing near. If you are planning to attend and have not made the necessary preparations, you should do so at once in order to insure your full enjoyment of this gathering of the Lord's servants. Mail your Room Request Form immediately to WATCHTOWER CONVENTION, 106 W. Venice Blvd., Los Angeles 15, Calif. *Be certain it is completely filled out.* If you do not give all the information required, the Rooming Committee cannot serve you efficiently and the resulting delay may be your loss. Use the Room Request Form in all instances; do not write, and do not send duplicate requests. If you do not receive an assignment before leaving home for Los Angeles, call for it at the Rooming Department, which will be located in the Concourse on the 42nd Place side of Wrigley Field beginning Monday morning, August 11. If you receive your private-home assignment before you leave for Los Angeles, it would be well to confirm it by writing to the landlady. Be certain to notify the landlady if you cannot be there on the day specified, as she will be expecting you on the day shown on your Room Assignment Card and will be waiting for you. Go directly to your assigned room upon arrival at Los Angeles. If for any reason you find your room canceled, the Rooming Department will be able to give you another assignment upon request. Those having hotel reservations should be sure to report to the hotel before 6 p.m. on the day indicated for your arrival; otherwise, unless you send the hotel a deposit equal to the cost of the room for one day, your reservations will be automatically canceled.

Other Details

The trailer camp is located on East Olympic and Goodrich Blvds., which is in the eastern part of Los Angeles. Bus and streetcar transportation are available between the camp and Wrigley Field. A commissary will be set up for the sale of food for the use of those who wish to eat some meals in the camp. Programs from Wrigley Field will be transmitted to the camp for the benefit of those on duty.

A cafeteria will be set up adjacent to Wrigley Field that will serve three meals each day. A hot and cold plate will be provided, with good variety, including fruit and salads. Pioneers on the list as of July 1 should apply at the pioneer counter in the Service Tent for meal tickets that will entitle them to three meals per day in the cafeteria. There will also be adequate refreshment stands scattered throughout the grounds. Volunteers for service in the cafeteria should report to the Volunteer Service counter in the Concourse immediately upon arrival. Bring suitable clothing for your work. Much help will be needed.

Brethren who have special trades and who are coming to Los Angeles ten days or so early should please register on arrival at the convention headquarters, 106 W. Venice Blvd. All other brethren attending the convention who wish to serve in some capacity should report to the Volunteer Service counter in the Concourse of Wrigley Field just north of the main entrance when they arrive.

Considerable sound equipment will be needed. Brethren having such equipment available should please write to 106 W. Venice Blvd., describing in detail what you have. Do not bring or send the equipment unless so instructed by the Convention Committee. Brethren with sound cars should register at the Sound Department upon arrival. Brethren who are sound technicians should likewise register upon arrival.

A bookroom will be provided in the Service Tent, but you should bring your own literature if it is convenient for you to do so. The current combination of three books for $1.00 (including *"Equipped for Every Good Work"* wherever possible) will be used in the field during the five convention days. A few copies of the latest *Awake!* and *The Watchtower* should also be brought, as there is a scarcity of distributors' copies at the present time. There will be opportunity for regular door-to-door service, magazine witnessing, placard advertising, and handbill distribution. All publishers should bring their witnessing equipment, including identification cards. Advertising material for the public lecture will be provided at the convention.

Those planning to depart from Los Angeles on August 17, 18 or 19 on busses or trains should register their time of departure at the Transportation Desk provided they are not in special train or bus groups or do not have return reservations. Do this before noon on August 15. This will enable us to advise the transportation companies of the amount of equipment required at the conclusion of the convention. The Transportation Desk will be located in the Concourse at Wrigley Field, just north of the main tower entrance. If you are traveling by automobile from the East, keep in mind that it will be best to cross the desert parts of the route in the late afternoon, early evening or early morning. Temperatures of 100 degrees or more are encountered during midday.

An immersion will be held for the benefit of those desiring to symbolize their consecration. Candidates should bring their own bathing suits, towels, etc. Brethren who desire to serve in the orchestra should report to the Volunteer Service counter, and musical instruments should be brought along. All brethren should bring their songbooks to the assembly. Brethren who have good cameras and photographic equipment and who bring this along may register at the Photography Department.

(*Continued on page 2, column 2*)

A Well-balanced Service Meeting Requires Planning

Practical Application of Instructions Necessary

A planned, well-balanced, instructive service meeting is essential for strong Theocratic growth in the local company. The beneficial effects of a well-planned service meeting are manifold: it keeps the Kingdom publisher in step with the activity of the Theocratic organization worldwide; it assures continued contact with local company service arrangements and aids in skillfully presenting the Kingdom message. All in all it is refreshing and strengthening, aiding in 'equipping for every good work'.

Servant co-operation is required for a well-balanced service meeting. All servants in the company should feel the need, yes, the obligation of offering suggestions for the service meeting. These suggestions will receive careful consideration by the company servant, who should discuss the various recommendations with the servants. Any suggestions from publishers will also be welcomed and considered.

Properly Consider "Informant"

Because all service meetings are based on the *Informant*, it must be included in order to have a well-balanced meeting. However, to be effective the *Informant* must be handled properly, which means that the brethren considering the articles should prepare thoroughly in advance. The material may be presented in the form of questions and answers, with care being taken in selecting questions and making certain that *all* main points in the *Informant* are covered. This is important. Occasionally, an appropriate scripture might be used to bear out the main theme. Also, *Informant* articles may be considered by means of extemporaneous talks. Such talks should fully cover the material and be practical, showing the logical application of the instruction to the local company. Ask: How can *we* apply this instruction to *our* company?

Practical Service Suggestions

Another method of presenting information at service meetings is by means of short service talks on the various features of Kingdom work. These should not consist merely of general Scriptural counsel, but practical instruction. "Practical" means "capable of being turned to use, useful". Hence, a "practical" service talk would contain useful, workable suggestions for everyday service in the local company. For example: Perhaps the company is stressing back-calls on interest located in rural public meeting work. The one speaking on the matter could tell how the company is planning for back-call work, clearly outlining what arrangements have been made to date and what is expected of the brethren. Next, offer practical suggestions for carrying out these service plans, such as ways and means of arranging rural back-call groups, useful methods of applying locally the suggestions for rural back-calling as outlined in the May *Informant*, and reasonable ways of budgeting time to take part in back-call activity. Such talks tend to increase the publishers' appreciation and participation in local service campaigns.

Demonstrations occupy an outstanding place on a good service program. Like the service meeting itself, demonstrations should be well planned if they are to be of value to the publisher, which means that those assisting therein should thoroughly rehearse beforehand. Further, demonstrations should be instructive, within reason, and well timed, not needlessly humorous or entertaining, and should have a particular objective in view. For instance, instead of merely demonstrating the back-call work in general, show how to make the first back-call, how to present the month's offer on back-calls, practical application of Theocratic ministry on back-calls, or how to assist irregular publishers in the back-call work. Also, the brethren in the audience may be permitted to comment on what they would do under like circumstances. For demonstrations to be effective instruments for Theocratic instruction they must be presented wisely.

As a further aid to instructive meetings, round-table discussions can be utilized to good advantage. Such discussions are regular open forums. From two to four brethren assemble on the platform and carry on an oral consideration of an *Informant* article or some part of the Kingdom work. Now and then field experiences had by the brethren should be used to show the results of practical application of the knowledge gained at the well-planned service meeting.

The service meeting is also the place to make definite service arrangements. This would especially include devoting time to lining up car groups for week-end group-witnessing activity. Announcements regarding assemblies or public meetings, communications from the Society and any other service announcements should all be considered at the service meeting. Such announcements should be brief and definite, concise. And finally, the time element must be considered. Service meetings as a whole, as well as each feature therein, should be kept within the allotted time.

By taking advantage of these and other methods of presentation, by advance servant co-operation and planning and by giving practical suggestions in the application of instructions locally, your service meetings will be well-balanced, instructive, interesting and well-attended. Truly, such assemblies will assist all publishers of the Kingdom to be "perfectly equipped for every good work".

(*Continued from page 1, column 4*)

A Lost and Found department will be set up in the Concourse at Wrigley Field. Children who have strayed from their parents may be taken to this department. First aid service will be available at the assembly. Brethren who are doctors and nurses and who wish to volunteer for this service may report to the Volunteer Service counter. A post office will be operated for your convenience at Wrigley Field. Brethren can use Wrigley Field, Los Angeles, Calif., as their mailing address during convention. Brethren who are deaf-mutes will be glad to learn of provision for the convention sessions to be interpreted for their benefit.

Those attending the assembly will reap the greatest benefit from it if they participate to the full in its activities. It is an assembly for service and worship, and the people of good-will attending book studies should be encouraged to participate. Assist them to a better vision of the Lord's organization by aiding them to attend the convention and associate with those of like precious faith. This is a grand opportunity, especially for the brethren in the West, to introduce your good-will interest to the blessed assemblies held by those who are stronghearted for praising Jehovah's name. Let the joy of the Lord be their joy, too! They will hasten to join you in singing praises to His name.

"All Nations Expansion" Testimony Period

Volume of Praise Ever Increasing

Will You Add Your Voice in August?

Those acquainted with the faithful gospel-preaching activities of Jehovah's servants in these latter days have watched with joy the gradual increase and expansion thereof under the direction and blessing of Jehovah, who foretold such results in Isaiah's prophecy (54:2,3). From a very insignificant beginning the glad tidings have gone out in an ever-swelling tide, causing some here, some there, to also add their voices, until now like a mighty anthem the tongues of many thousands are singing Jehovah's praises throughout the earth.

The small 'tent' that once housed the little band of gospel-preachers has become too small as Zion now breaks forth on the right hand and on the left. The visit of Brother Knorr to the far corners of the earth has brought to light groups of zealous servants of the Lord hitherto unknown to us, and the time has come to lengthen the cords and strengthen the stakes so that all who wish to uphold Jehovah's true worship may be joined together in one harmonious organization.

Zeal on the Home Front

The joyful part of this whole arrangement is that zealously looking to the advancement of the Kingdom interests right in our own vicinity is also contributing to the world-wide expansion. This increase will be still furthered by actively continuing with the three-bound-book presentation upon a contribution of a dollar during the month of August. The time is urgent for men not to be merely witnessed to, but to be taken beyond that first step and by careful study of God's Word shown how they can take their stand on the side of truth and righteousness. So, in addition to presenting the offer of the month, hold home book and *Watchtower* studies wherever the people manifest interest. Carry on all features of Kingdom service with the direct object in view of 'enlarging the place of thy tent'.

Additional Blessings and Privileges

The Los Angeles convention will also revive and stimulate the hearts and minds of all who attend, and while traveling to and from that joyful gathering the Lord's people will be glad to proclaim the Kingdom gospel and leave literature wherever possible. They will return home filled with zeal and will join with those who were not at the convention in a vigorous participation in every feature of the "All Nations Expansion" Testimony Period activity. Thus during August the three-bound-book offer will be taken from door to door, home studies will be built up, the smiling faces of the Lord's people will be seen regularly on the streets advertising the Kingdom gospel message, and organized public meetings will be held in all sections of the territory. Let men of good-will know that Zion is expanding. Throw the gates wide open so that all who desire may come and swell the numbers of those upholding Jehovah's true worship.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

May 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	682	176.1	61.0	7.4
Gen. Pios.	2,879	144.7	41.3	5.7
Co. Pubs.	68,156	14.7	4.0	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held: 3,346

Seventh Best Month

May's field service report gives abundant proof that Jehovah blesses diligent service. Special publishers showed diligence, surpassing both their hour and back-call requirements; company publishers showed diligence, meeting their hour and exceeding their back-call quota; while general pioneers also did well, going above their quotas both in back-calls and in book studies.

As a result a total of 71,719 publishers reported service in the field. True, this represents a slight drop from our all-time peak, but when compared with previous years, what do we find? That May 1947 eclipsed any previous May on record by more than 6,000 publishers! Surely this is cause for rejoicing, our seventh best month in succession. And with vacations beginning, continued good weather and long daylight hours, and particularly servants in the companies continuing to aid the weaker ones, there is every reason why our reports for the coming months should likewise continue to be the best. Let's keep it up! all to Jehovah's praise.

Circuit Assemblies

Publishers Eagerly Await Second Assembly

In the latter part of June circuits country-wide will begin holding their second assembly. Undoubtedly an improvement will be noted as any previous weaknesses are ironed out through more efficient planning and operation. Publishers know their support is vital to the assembly's success, hence will come equipped to have part in all of its varied instructive features. Important also for edification of attendants is thorough preparation and rehearsal for delivery of service meeting and Theocratic ministry school assignments.

High-lighting circuit assemblies during the remainder of 1947 will be the new, dynamic public talk, "My Kingdom Not of This World". Abounding evidence prevails to prove Christ's kingdom is no part of this corrupt world, and peoples sickened by Satanic evils will rejoice to hear the facts. Again, descriptive handbills, together with placards, where available, will flood the community with invitations to come and learn of man's only hope. Aware of demonic hatred of the prospering circuit assembly arrangement, publishers will alert themselves for any emergency by regular study of *Freedom of Worship*.

So that more time will be available for preparation, servants to the brethren should now make selection of circuit assembly cities for 1948 and notify the Society thereof by August 1, 1947. Companies in cities which might provide suitable accommodations for assemblies may communicate with the servant to the brethren on this.

Everyone interested in Jehovah's honor and his own individual welfare will prepare for and lend full support to each circuit assembly.

INFORMANT

AUGUST, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

"All Nations Expansion" Testimony Period

Keep in Step with World-wide Increase and Prosperity

Break Forth on All Sides in August's Expansion Program

No longer is the gospel-preaching activity of Jehovah's witnesses confined to certain limited sections of the globe, but, as shown from Brother Knorr's reports on his visits to earth's far-flung outposts, "ALL NATIONS" are included. Zion breaks forth on the right hand and the left, and the 'cities' that once were desolate are now inhabited, as portrayed by the prophecy of Isaiah at chapter 54: 2, 3, our service text for August. *There shall be no end to* this marvelous increase, but in order to have a personal share therein everyone has a specific part to perform. How, then, as individuals and companies of those whom Jehovah has chosen as his own, can we join in the "All Nations Expansion" program during the month of August?

The incentives for truly enthusiastic Kingdom activity in the "ALL NATIONS EXPANSION" Testimony Period are so unusual and stimulating that all will be very anxious to lift up their voices in public testimony to Jehovah at least some time dur*ing the month. Just consider* August's opportunities. First we have the eventful Los Angeles convention to which to look forward. Then we have before us the privilege of joining with all our brethren throughout the earth in an "All Nations Expansion" program of all features of Kingdom service. Finally we have as a most timely admonition an inspiring and animating *Watchtower* article for our consideration in August, which puts before us the necessity of faithful continuance on Jehovah's side of the issue. The article entitled "Endurance That Wins" will arouse all who love the Lord to appreciatively uphold his true worship.

Nobody can soberly consider these matters and remain inactive. Instead, the zeal of Jehovah's house will fill his people with a burning desire to magnify his name. All attending the convention will be right in the center of activity, but even *those who cannot attend may join* in the expansion program by putting forth a special effort in their home territory, so that there, also, the invitation may be joyfully extended to all men of good-will to join the ever-increasing number of those now coming unto Zion.

Continue Offer of Three Bound Books

Every company should therefore arrange for special activity during August. Include the name of every*one associated with the company in* the outline of service activity for the month. Give the names of the irregular and weaker ones to the servants, book study conductors, and zealous publishers, so that they can call upon them personally and extend a helping hand in bringing them to the company meetings and field-service programs. This should make it possible for all to take part in August's activities and should result in increased service according to the effort put forth. The offer of three bound books, on contribution of one dollar, continues; so make definite arrangements for midweek and week-end group activity, street work, back-calling, and starting book studies, so that all can participate according to the opportunities available.

Every company that can do so should likewise prepare for a series of public meetings to take advantage of the late summer weather. Let the local possibilities and conditions guide your arrangements, but wherever possible put on out-of-door meetings in parks, commons, picnic grounds, in rural sections, and in every convenient place. Give the people full opportunity to come and hear this present series of lectures, which certainly contain subjects of great appeal and necessary information to all who love righteousness.

End of a Most Blessed Service Year

August marks the end of the present service year and thus gives still further cause for increased activity. Ever since November, 1946, we have had the best report for each respective corresponding month ever compiled in this country as to number of publishers in the field. By maintaining this glad expansion pace, our quota of ten-percent increase may be attained. It will be the crowning feature of a year specially marked by the favor and blessing of Jehovah, and pave the way for the still more wondrous increase and expansion promised in God's Word.

Toward the end of August the conventioners will be returning home laden down with gladness and inspiration. The knowledge and instruction acquired at Los Angeles will first be joyfully relayed to the companies for the edification of the brethren, and then expanded throughout the company territory. Together with our brethren scattered all over the earth, we shall share in Zion's increase. The prospect of continued and increasing activity in behalf of Jehovah's righteous cause will not make us grow weary in well-doing, but, on the contrary, energized by Jehovah's spirit of might and power, we shall cheerfully endure to the end.

August's special program of public meetings, back-calls, book studies, street work and door-to-door activity provides everyone with a most practical opportunity to participate in Zion's increase.

More *Watchtowers* Available

Through long, continuous effort the Society has been able to acquire some additional paper for printing the *Watchtower* magazine. Therefore all companies, pioneers and branches that are in need of additional copies may increase their orders for distributors' copies of *The Watchtower* only, according to requirements. *Awake!* will not be increased.

Circuit Assemblies Effect Increase

Results Gratifying as Assemblies Begin Second Time Around

As a result of God's spirit upon the united action of all his servants, district servants, servants to the brethren, pioneers, company servants and publishers, in pushing the Kingdom service along the methods outlined by the Theocratic organization we have had a very remarkable response to the circuit assembly arrangement.

Of the 93,600 individuals associated with the various companies of Jehovah's witnesses throughout the United States and the 4,692 full-time servants 61 percent attended the circuit assembly meeting on Saturday evening. A great many *more came out Sunday, probably* swelling these figures to about 75 percent of the associated; and approximately 97 percent of the average number of company publishers were at that meeting. There were 2,146 baptized at circuit assemblies during the first six months.

However, the actual benefit in the way of assisting those brethren attending the assemblies to care for their Kingdom responsibilities locally is what many are desiring to find out. The returns from the nine circuit assemblies reporting the second time around gives concrete proof of *these benefits. These nine assemblies* represent approximately 180 companies in all parts of the United States. A comparison of the activities of these companies is herewith submitted.

The comparison is between the activities at the time of the first assembly and the activities at the time of the second assembly, which took place within the last few weeks. These figures are based on the six months' activities of these companies preceding each assembly, and hence presents a genuine picture of the increase.

Comparison of the Activity of Companies In the First Nine Circuits Throughout the United States Reporting for the Second Time Around

	First Assembly	Second Assembly	Increase
Associated	5,851	6,238	387 - 7%
Peak Pubs.	4,353	4,872	519 - 12%
Av. Pubs.	3,685	4,120	435 - 12%
Pub. Meet'gs	827	1,315	488 - 59%

A few remarks on the outstanding points contained in the above figures will be found edifying and encouraging.

ASSOCIATED (increase 7 percent). You will note that this is a little better than half of the increase shown for the peak of publishers and average publishers, which indicates that the associated are becoming publishers almost twice as fast as new ones are coming into the company. This shows that emphasis is being laid on the need of each one associating to utilize his tongue in God's service. However, we must keep in mind that unless new good-will interest is being directed to the company organization we shall in a short while not have any associated from which to draw. Therefore, let each one give diligent attention to the good-will interest attending back-calls and book studies and aid them to associate with the company as rapidly as possible.

PEAK OF PUBLISHERS (increase 12 percent). This is exceptionally good, and indicates a fine response on the part of the weaker, irregular and inactive brethren to the increased attention and assistance being given by the servants and publishers and which has been stressed at all circuit assemblies. This increase is very encouraging in itself, indicating that these brethren had reported for service one or more times within the six-month period. But when the AVERAGE number of publishers also increases 12 percent over the same period of time, it reveals to us that the "PEAK number of publishers" activity is not simply a momentary response to the efforts put forth to assist them, but is a definite forward movement on their part to serve the Lord regularly. These have become regular publishers moved by the holy spirit, and they are determined to 'redeem the time, for the days are evil'. (1 Pet. 4: 1-3) This increase in service activity is cause for deep gratitude on the part of all of Jehovah's witnesses. We rejoice with our brethren who are joining with us in the joy of service, and we rejoice in the very evident blessing of Jehovah upon the procedure we are following in carrying on his service. We can see clearly before us the road we should follow in our future Kingdom service and are determined to push along that road.

PUBLIC MEETINGS (increase 59 percent). This is beyond our fondest expectations. During the first six months of the circuit activity all the companies in the United States reported 15,527 public meetings. A 59-percent increase in that number will bring the total of public meetings up to approximately 25,000, or 50,000 public meetings a year. A mighty shout of praise to the glory of our God.

Truly the circuit arrangement is being blessed by the Lord and should be diligently supported by all those who would share in these blessings.

Stock Inventory and August Report

Enclosed with this *Informant* are two "Stock Inventory" forms. Each company or pioneer should take an actual-count inventory of stock on hand and fill out the enclosed forms in duplicate, accurately and completely. The original is to be sent to the Society's office not later than September 4, and the duplicate retained by the company or pioneer.

Since August will conclude the service year, it is requested that each company and pioneer complete the month's field service report on *August 31, and have it in the mail* by September 1.

Heeding the Good Shepherd's Voice

Means Unselfish Service on Behalf of the "Other Sheep"

As brought to our attention in the text for the month, John 10:16, *A.S.V.*, what an aid to faith and obedience is the picture of the Good Shepherd and his sheep! In striking contrast with the hirelings and false shepherds of this world, who not only fail to protect the "sheep" but starve, rob and even kill them, the Good Shepherd, Christ Jesus, showed his unselfish interest in the "sheep" by laying down his life for them, that 'they might have life and have it more abundantly'.

Those who are truly his "sheep" recognize his voice in the preaching of the good news of the Kingdom. And, knowing that without his direction they would get lost and that without his care and protection they would soon starve and be at the mercy of wolves and strangers, they heed his voice. How? By following his example in seeking first the Kingdom and telling others about it.

During September the "sheep" of both folds will heed the Good Shepherd's voice by pushing forward in the Kingdom proclamation, presenting the special bound-book offer consisting of "*Equipped for Every Good Work*", "*Let God Be True*" and one other book, on a contribution of one dollar. This month will wind up the special bound-book rural campaign. Fired with enthusiasm received by attending the National Assembly, or hearing convention reports, publishers should be able to make the final month the best yet. Give September a good start by arranging for group witnessing on the very first day, which is a "holiday" from secular work in many instances.

Having an unselfish interest in the "sheep" of the Good Shepherd, we will not content ourselves with merely placing literature with them. Far from it! Knowing that such need help to recognize the voice of the Good Shepherd, and then instruction as to how they too may heed his voice, we will call back and assist these sheeplike ones all we can. That means conducting book studies. If some cannot be continued regularly, show them how they can get this food for themselves by regular family or individual study. Some who have done this consistently have had their diligence rewarded by having good-will persons, whom they found at the beginning of this rural campaign, already joining them in the field service.

Continue to arrange for, advertise and attend the public meetings. The Good Shepherd while on earth engaged in an intensive public meeting campaign, resulting in many "sheep" hearing his voice. Let us bring his voice to the attention of the sheeplike ones today by this means also. Heed the Good Shepherd's voice: Follow his example by making September, the first month of our new service year, thirty days full of Kingdom activity in all its features.

Demonstrations Improve Field Service

Publishers Instructed in All Features by Seeing and Hearing

Demonstrations of how to do the various features of the witness work constitute one of the most practical means of instructing publishers at service meetings. The following suggestions are offered to aid companies in working up more effective and varied demonstrations, with publishers equipped thereby for more efficient service.

Everyone at the Glad Nations assembly will remember the house-to-house refutation demonstrations which climaxed Monday's program. Each was a workable demonstration of what actually happens in field service, with an equipped publisher refuting objections by use of Theocratic ministry training. They were carefully planned with a definite objective in mind and thoroughly rehearsed in advance. The requirements of all good demonstrations are the same. They must be well planned and rehearsed, have a particular objective to attain and be designed to improve publishers' Kingdom service. Necessarily each company will base demonstrations on its particular needs or problems which local publishers encounter.

Setting the Objective

Varieties of objectives are almost unlimited. *Consider:* Presentations of each campaign offer, overcoming objections in house-to-house witnessing and back-calling; proper conduct of a book study even under adverse conditions; efficient street and store-to-store work, handbill and placard witnessing; getting newly interested persons to attend public meetings, company headquarters meetings, or start out in the service; showing how to apply in the field material studied personally from the Society publications or discussed at any one of the company meetings; demonstrating the proper approach in encouraging weak or irregular publishers into active service. Also, demonstrations might occasionally portray both the improper method and then the proper course under a given circumstance, showing the good results of the latter. Demonstrations indeed may cover a wide and diversified field.

When the particular objective has been established it is necessary to work out the dialogue of the demonstration. The brother handling the demonstration will act as chairman and, with the company servant, will make selection of the brothers and/or sisters to be the demonstrators. The chairman and brethren selected should thoroughly rehearse the demonstration, making the material their own. At the meeting, the chairman will introduce the demonstration, outlining its objective, and when the demonstration is completed he will sum up the main points established for emphasis. Often in demonstrations where objections are raised the chairman may interrupt at the point of objection and ask those in the audience how they would proceed. After a few comments the demonstration can continue with the demonstrating publisher showing the way it has been planned. A demonstration might have several issues raised and discussed before its completion, or it may consist of several parts showing follow-through, or several short skits, each one covering one point.

Gathering Demonstration Material

Abundance of material for producing varieties of demonstrations even with the same objectives is available. It is found in each *Watchtower, Awake!* magazine, the bound books and booklets, and during discussions at all company meetings. To illustrate: A demonstration might show a householder advocating any church denomination as the way to salvation. After the audience has had opportunity to comment, the publisher may effectively refute the claim, using material from the June 1, 1947, *Watchtower* as a basis. Or, a demonstration can show the practical application of some service instruction given at that very service meeting or perhaps the previous week's meeting. Actual field experiences of publishers locally or those given in *The Watchtower* may be demonstrated where good points have been established in them.

An excellent material source is the Theocratic ministry school, and particularly the written reviews, showing the application of that material in field witnessing. The questions raised in the demonstration might be based upon the instruction talk, perhaps student talks of a previous week, or the written reviews. The issues, for instance, might involve authenticity of the Bible, its common divine authorship and its miraculous preservation. The demonstrating publisher can answer with material that happens to be the answers to questions 7, 9, 10, 11, and 15 of the first written review. At the end of the demonstration the publishers may be advised as to the source of the material used, to encourage greater participation in the ministry school.

Demonstrations are truly most effective because they combine the education medium of seeing and hearing. By following the above suggestions brethren will be able to increase the instructiveness and effectiveness of their demonstrations and thus improve their field ministry.

Shall We Make Our Quota?

The report for June of 71,559 publishers is such as to rejoice the heart of every expansion-minded Kingdom publisher. It is the eighth consecutive best month for publishers, respectively, and that by nearly 7,000 publishers! This gives us a monthly average of 67,847 publishers for our service year thus far, just slightly below our quota of 68,013 publishers. *Shall we make our quota?*

We shall, if each one engages in the field service during July and August and then turns in a report. Do not let the interruption of your regular activity by the convention cause you to neglect to turn in your report, as has been the case with some in the past. Surely, regardless of how busy we are, we can devote *some* time each month to the field service; and having done so, let us REPORT it.

Nor should we overlook our obligations to others in this regard. Each company servant should, by the fifteenth of the month, arrange a list of those who failed to report by then, and arrange for some of the servants, study conductors or other active and tactful publishers to call upon these and assist them to get out in the work, or obtain their report if they already have been out in the field. By each one's doing his part we can even exceed our quota!

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

June 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	646	173.7	57.8	7.0
Gen. Pios.	3,072	143.0	35.5	4.9
Co. Pubs.	67,841	15.3	3.3	.5

PUBLIC MEETING CAMPAIGN

Total Meetings Held 4,030

Assembly at Hand

Please Accept Rooms Assigned

The "All Nations Expansion" Assembly of Jehovah's witnesses is rapidly approaching. Many thousands of brethren in the west, and hundreds from the eastern states and Canada, are all set for the trip to Los Angeles. Following are a few points to be borne in mind by all brethren as they proceed to the convention city.

Los Angeles is spread out over a large area, and, although the Rooming Committee is endeavoring to give each request the best accommodation, it is impossible to assign everyone a room close to Wrigley Field. The thousands of requests pouring in indicate that this will be a large convention, thus necessitating the assignment of rooms some distance from the convention site. You may have to travel a considerable distance by trolley or bus if you do not have automobile transportation, but the fine program arranged for each day will be well worth the effort. In the past some brethren failed to put in an appearance on the designated day at the homes where rooms had been reserved for them, and some did not go to their rooms at all. This causes difficulty and leaves a bad taste, as it were, because persons of good-will who are very conscientious about getting rooms ready and making every preparation for your arrival are disappointed. Such does not reflect favorably on Jehovah's witnesses and the work they are doing. Therefore, the co-operation of all conventioners is requested and all are urged to accept the rooms assigned. When accommodations are assigned to you, the landlady receives a card from the Rooming Committee telling her when you will arrive and how many are assigned to her home. If you cannot be there on the day indicated, please notify the landlady accordingly. Let us be courteous and show appreciation for the kindness of the people in opening up their homes to us. Please accept rooms to which you are assigned.

All brethren staying at the trailer camp should plan to arrive during daylight hours, if possible. Checking in and parking take a little time, and this can be done more efficiently during the day. Highway 101 passes the trailer camp site, becoming Whittier Blvd. in the city.

The many Spanish-speaking brethren attending the assembly will be glad to learn that sessions in the Spanish language have been arranged for Thursday and Friday mornings, August 14 and 15. Other details concerning the convention will be found in the program. This will include two helpful sketches of the grounds and city.

Before us is a grand opportunity to give a witness to Jehovah's name and Word, and at the same time become better equipped ourselves to carry out our commission. Those who attend all sessions of the assembly and serve unselfishly in the interests of their brethren and the people of good-will reap the greatest benefits. Participate to the full in the "All Nations Expansion" Assembly of Jehovah's witnesses and rejoice in the good things there brought forth for the edification of His servants.

New Publication Now in Stock

"*The Truth Shall Make You Free*"
—Portuguese

INFORMANT

SEPTEMBER, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

National Assembly Serves 45,729 Persons

Wind-up of 50,000-Mile Tour Reveals Expansion

Host of Ministers Strengthened to Push Advance of True Worship

"All Nations Expansion"—that was the theme of the assembly held at Los Angeles August 13-17, attended by more than 33,000 publishers. It was fittingly named, climaxing the greatest year of expansion in the church's history. Only twelve months before the Society's president had discussed intimately with his brethren at Cleveland the problems of reconstruction and expansion. He told, in this connection, of his proposed world tour, assemblies in other lands, and the national 1947 convention in California. But, had the work expanded during 1947? Was there sure evidence that *now* is God's time for expansion of true worship into all nations? At this assembly came the thrilling answer.

Into 32 countries journeyed Brother Knorr and his secretary, after departure from America February 20, 1947. In most of these lands assemblies were held, attended by many thousands of publishers and strangers, seeking true worship. Branch offices to the number of 28 were visited, and given instruction to gear them for further expansion. Over 50,000 miles traveled add up to a distance twice around the globe. In almost every country it was found that servants of Jehovah, whether in direct contact with the Society's office or not, had zealously pushed the advance of true worship. By His grace they have expanded. In Germany the number of publishers has mounted steadily from 6,000 to 19,200 since the end of World War II. In the Philippines their ranks have grown to 2,847 from 371, in just a few years. World-wide an increase of more than 30,000 publishers has been effected in the past year; the figure now stands at 202,100. Today Jehovah's witnesses inhabit 84 nations. Gilead graduates, serving in 29 countries at the time of the Glad Nations Assembly, now minister to the good-will of 65 nations. Yes, expansion into all nations is a fact, in 1947.

Ministers Push Farther the Advance of True Worship

The advance of true worship must be pushed still farther, however, into every nation and territory. For this purpose did Jehovah miraculously preserve his people through two world wars. And push the true worship under their King Jehovah's people will do, conventioners declared as Brother Knorr sounded the keynote of the assembly in his Wednesday evening discourse. That afternoon the convention chairman, in his address of welcome, made reference to a statement in *The Watchtower* of April, 1890. Commenting on an assembly, that statement read: "About two hundred of God's ministers were in attendance, all told—for *all* are ministers." 'Way back in 1890, ALL consecrated servants were recognized as ministers. It is no different now, though the number be 200,000. Regardless of worldly claims to the contrary, Jehovah's witnesses are God's true ministers and each declares as did Paul, "I am no peddler." (2 Cor. 2:17, *An Amer. Trans.*) True ministers will push the advance of true worship.

Other Bethel brethren, with many years of faithful service behind them, capably delivered their varied discourses on Wednesday and Thursday afternoon, edifying the throng of ministers. Assemblers did not miss their weekly service meeting or Theocratic ministry school, for both, in model fashion, were conducted on the colorful, open-air platform adorning the center of Wrigley Field. For our Spanish-speaking expansionists special sessions in their language were held.

World Reports Stir Attendants

Eagerly awaited were the "World Reports" by the Society's traveling representatives, scheduled for Friday. First, however, must come the baptism of recently consecrated worshipers. That morning, in a placid pool in Burbank, 705 men, women and children joyfully submitted to immersion, before an orderly crowd of onlookers. The afternoon found an expanding audience ready to hear the reports of Brothers Henschel, Franz, Suiter and Covington. Vivid word-pictures projected us into far-off lands, there to share with fellow ministers the hardships and difficulties, the joys and blessings, that have been theirs. How close an attachment we felt toward them! No nationalism divided us! We are one, united in pure worship. If only we could do something now to prove how much we loved them!

As if in answer to their unspoken desires, Brother Knorr that evening, discussing "All Nations Expansion", spoke of the Society's wish to supply food to brethren in Germany and Austria, where they have been hungry for years. 'They need food,' he said, 'but more than that, they need and will be sustained by knowledge of your love for them, expressed in your unselfish gift, made perhaps with sacrifice to yourself.' Enthusiastic applause revealed wholehearted support of everyone present. (Arrangements for making financial contributions are noted elsewhere in this *Informant*.) Other items of keen interest came to light Friday evening. Demand for literature in other lands meant no new releases at this assembly. Beth-Sarim would be disposed of. WBBR was expanding, to 5,000 watts. The amount of money used in expansion was considered, while stress was laid by Brother Knorr on the vital

(*Continued on page 2, column 2*)

Heeding the Good Shepherd's Voice

Finish Up Extensive Rural Witnessing

Organize Book Studies for Winter Months

At a time when this old world's false shepherds fill the air with a din of calls to follow the schemes of men, how thankful can we be that the Great Shepherd, and his Good Shepherd, Christ Jesus, have provided the unmistakable voice of Kingdom truths that stands out clearly identified and accessible to all who are seeking it! Now that the gathering of the "little flock" has taken place by the Good Shepherd's voice, the time is here when his words are to be fulfilled, namely, "And other sheep I have, which are not of this fold: them also I must bring, and they shall hear my voice; and they shall become one flock, one shepherd." (John 10:16, *A.S.V.*) In Jesus' day his sheep heard his voice and followed him because he made it known by regular and consistent preaching of the Kingdom gospel. So today, in order for these "other sheep" to be brought and to hear the voice of the Good Shepherd, that voice of Kingdom truths must be proclaimed. This is done at his command by his servants on earth.

Heeding the Good Shepherd's voice, all publishers will press forward in September with three books, "*Equipped for Every Good Work*", "*Let God Be True*" and one other book, on a $1.00 contribution. In this fourth and final month of the campaign we have books that present the voice of Kingdom truths so clear and unmistakably true and Scriptural that they stand out from all publications of this world.

Finish Up Rurals

This being the last month of the extensive rural work for the summer, all such territory not yet covered should be lined up by territory servants and worked in conjunction with the rural public meetings being held this month. Emphasize to the persons in these territories the benefit of obtaining the three books for reading throughout the winter.

Companies will carry forward putting on public meetings in outlying areas, particularly outdoors, during September, endeavoring to care for all rural areas, so as to be ready to concentrate on city territory and accessible towns throughout the late fall and winter months. Groups for witnessing should be arranged enabling all persons, including many new publishers and perhaps persons of good-will living in these outlying sections, to have a share in sounding forth the message during September.

Book Study Progress

The Good Shepherd's voice of Kingdom truths can best be established by starting book studies, particularly in the book "*Let God Be True*", which provides such a simple and clear presentation of many vital doctrines. During this final month of extensive rural witnessing, every book placement made during the campaign should be followed up wherever possible and developed into a book study. When leaving the rurals for the winter, be sure to leave interest properly cared for so that these new "sheep" will not stray from the truth due to neglect.

Since it may not be possible for publishers to call back weekly for all rural studies, these good-will persons should be assisted as much as possible now and encouraged to have perhaps weekly family studies, with publishers calling back every few weeks to assist them. Or, it may be possible where several studies are being held in an area to have these persons assemble at some central point and the company arrange for someone to conduct such outlying study weekly. In some instances where several studies are in nearly inaccessible territory, it may be necessary to turn the care of these over to the most mature and advanced person of good-will in the area, who will endeavor to care for the studies until the publishers are able to return regularly. But, whatever the arrangement, brethren will exhaust every possibility in order to see that all studies in these outlying sections will be cared for during the winter months.

Heeding the Good Shepherd's voice during September will mean much planning and much work. Companies at their service meetings might review the instruction on this summer campaign appearing in the May *Informant*, so as to properly care for all features. As we start the first month of the new service year let every servant care for his responsibility of aiding weaker ones in companies and let each publisher assume his personal responsibility in telling out with increased volume the Good Shepherd's voice of Kingdom truths so that the great multitude of "other sheep" may be brought into the fold.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

July 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	566	174.6	59.6	7.1
Gen. Pios.	2,950	143.9	35.4	3.2
Co. Pubs.	65,483	14.9	3.2	.4

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,402

New Publication

"*The Truth Shall Make You Free*"
—Afrikaans

"Fearless Against Conspiracy" Testimony Period

Bold Publishers Demonstrate "Perfect Love"

As *"Let God Be True"* Enjoys Wide Distribution

Fearless against world conspiracy! Fearless against the stratagems of a demon-inspired world desperately fighting the reign of Jehovah's King and kingdom! Fearless because of perfect love for the Creator, which "casteth out fear". Yes, *fearless* because "God is with us". This describes the resolute stand of Jehovah's faithful witnesses in this conspiring postwar era. With such courage-producing love and reassurance of protection we "neither fear [the world's] fear, nor be in dread thereof", but confidently move forward in the service of our great Protector. (Isa. 8:12, *A.S.V.*) Such perfect devotion in the hearts of fearless servants of the Lord will constantly motivate perseverance in Kingdom service such as we shall render during the "FEARLESS AGAINST CONSPIRACY" Testimony Period in October.

October, 1947, means widespread distribution of *"Let God Be True"* on a contribution of 35 cents. With such an important, all-absorbing Bible textbook as the offer for the month we should not fail to present it *again* to everyone in our territory even though the territory may have been covered previously therewith. Continuous effort brings results.

During the last year large numbers of *"Let God Be True"* studies have been conducted with people of good-will. Consequently, all publishers should be thoroughly familiar with this excellent publication and efficient in handling it. Through practical experience and application we have learned the value of the table of contents, the questions and scriptures, the subject and scripture indexes and its comprehensive Bible-covering chapters. Use these many features in making the presentation at the doors.

Further, *well-planned* demonstrations on presenting the offer should occupy an outstanding place on the practical service meeting program during the month. (See August *Informant.*)

Back to the Cities for Winter Activity

In October companies, pioneers and special pioneers for the most part will be turning their main attention from their summer rural-witnessing assignments, which have been worked with splendid results, and will concentrate on city territory. Attention should focus on those territories that have lain idle during the summer. Publishers will resume urban activity, being alert on every occasion to establish back-calls and *"Let God Be True"* studies to continue through the winter.

Brethren already conducting back-calls and studies with *"Let God Be True"* obtainers and others should encourage such to take part in October's activity. And what better time could there be? We have just begun a grand new service year after concluding a pace-setting year of Kingdom activity showered with Jehovah's blessing. New quotas have also been established toward which to work. Yes, by assisting irregular and inactive publishers and by introducing new interest to the service work an increase in publishers should be effected.

Helpful in this respect is the public meeting campaign, which will continue to play its important role in fearless Kingdom proclamation. All companies should now begin making plans for winter public meeting series by lining up territory, engaging halls or meeting places, arranging for and assigning speakers and ordering handbills. Let October mark the beginning of an intensified public meeting campaign to be carried on through the winter months.

Such a complete service schedule for October affords every devoted Christian the opportunity to demonstrate his love of Jehovah by fearlessly continuing in Theocratic service in all its features during the "FEARLESS AGAINST CONSPIRACY" Testimony Period.

(*Continued from page 1, column 2*)

need of sticking close to God's Word as a guide, and never following the counsel of men, if contrary thereto. Brethren leaving this session felt strongly the bond of love that unites unbreakably all true worshipers, no matter where they live or what language they speak.

Two Final Days of Blessings

Two days of service and feasting yet remained for the multitude of expansion-minded ordained ministers. Several discourses containing invaluable information and counsel were delivered Saturday and Sunday. High-lighting Saturday's discourses were "Turning in the Report", a discussion of Ezekiel chapters 8 and 9, by Brother Knorr, and "The Theocratic Organization and Its Governing Body" by Brother Franz. In this latter talk was made known the absolute dependence of creatures upon the Theocratic organization, and the governing body's being, not American, but strictly Theocratic, and not confined to any certain location on earth.

Intensive advertising and the willingness of publishers to bring good-will called out from the city of Los Angeles a large number of strangers, packing out Wrigley Field till a total of 45,729 attendants was reached Sunday afternoon. Splendid music produced by a chorus of Theocratic voices and the assembly orchestra delighted the entire audience for a half hour before the public talk. Then with absorbing interest they listened as the Society's president ably and forcefully made known the inadequacy of governorship by weak, dying men and organizations, and proved from God's Word that the perfect, permanent governor, Christ the King, now rules to the blessing of all nations. Following the convention servant's interesting report, the assembly terminated with appropriate closing remarks by Brother Knorr. His announcement of the 1948 district assemblies brought much rejoicing. Reluctant to leave, but knowing they must, attendants headed homeward, strengthened to push forward in their territory the advance of true worship, expanding continually until the final report is made at Armageddon.

A rich, satisfying blessing was received by all privileged to attend, and a like assembly blessing awaits other ministers in the East, November 21-23, 1947, at Philadelphia.

Are You Meeting the Challenge?

Written Reviews "Perfectly Equip" Theocratic Ministers

The servants of Jehovah move ever forward in Theocratic activity. Today, more than ever before, they appreciate that to be among the 'wise that instruct many' they themselves must first of all be instructed. Yes, for effective activity we must be able to meet agnostic, atheist, infidel, Protestant, Catholic, Jew, etc., with sound reasoning based on a knowledge of the facts, and particularly those contained in the Word of God. One valuable aid in this which has been provided by the Lord, through the "faithful and wise servant", is the study of *"Equipped for Every Good Work"* with the written reviews.

Every new such provision or instrument represents a challenge to the faith, obedience and appreciation of the servant of the Lord. Are you meeting the challenge that the written reviews present? Are you showing your faith in the Lord's direction of the witness work? Are you diligently studying and steadily striving to improve, not only your grades (which really are only incidental) but mainly your effectiveness as a minister of the gospel? Or have you failed to take full part in this study from the beginning or else become discouraged and quit because the tests were a little harder than you had anticipated, and your first marks were rather low?

True, the written reviews mean more work, but they are worth the effort. Not only has increased knowledge resulted through study of *"Equipped for Every Good Work"*, as evidenced by correct answers, but that knowledge is broadened even in an incorrect answer, for we are the more likely to remember the right answer after having tried hard but missed the point. So, regardless of your grade, even if five or less (as has been the case with some of our foreign-speaking brethren), keep on trying. Do not get discouraged and quit, but continue to meet the challenge by studying harder and rejoice in the benefits received.

Lessons on Bible Books

The first twenty lessons have been of a preliminary nature. Beginning with lesson 21, we shall be studying the books of the Bible individually, and will doubtless find these lessons even more informative and interesting. More reading will be required, however, and it cannot be too strongly emphasized that to get the full benefit out of these lessons the Bible book under consideration should be read before the evening of the lesson. Of course, the ones giving the instruction and student talks, as well as the school servant himself, could not properly take care of their assignments without doing so. (It may be well for the school servant to read to the class from the letter of February 26, 1947, sent to school servants, that part which refers to these lessons, before they begin.)

Question has been raised regarding the oral review the week after the written review. It would seem that (except at circuit assemblies), instead of an oral review on the instruction talk of two weeks before, the time could be used to better advantage by having the school servant discuss the written review. Having graded (and returned) the papers, he can explain and enlarge on questions with which the brethren had the most difficulty, or which they failed to understand or to answer completely. In this way all will get increased benefit from the written review.

Many isolated special, pioneer and company publishers have requested written review sheets. We are glad to advise all such that provision has been made to supply these upon request to all isolated publishers who regularly report their activity to the Society. Of course, wherever possible, such should take the written review with a near-by company.

Rate Change on *"Equipped for Every Good Work"*

At the conclusion of the three-bound-book campaign in September, the cost of *"Equipped for Every Good Work"* to companies will revert to 45c, as shown in the Cost List. All orders invoiced from October 1 on will be at this rate.

Correspondence

Much time will be saved at this office, and much better attention given to correspondence, if brethren will follow a few simple rules. The full name of company, as well as the name and address of the company servant, should appear at the top of all company correspondence. Pioneers should place their name and address, and indicate their status as general or special pioneer, at the top. Date of writing should also appear at top of all correspondence. The opening paragraph should always state the purpose of the letter. Letters should be written legibly, preferably in ink or typewriter, and all correspondence should be signed by the writer. Mail should be carefully checked for accuracy before mailing. An envelope containing urgent legal matters should always be marked "Legal Desk". All brethren will do well to review Lesson 44 of *Theocratic Aid to Kingdom Publishers.*

Contributions for Relief

As announced by Brother Knorr at the "All Nations Expansion" Assembly, the Society will purchase food through the CARE organization, for delivery to our brethren in Germany and Austria. All contributions for this relief must be mailed to the Society by September 30. Brethren desiring to make contributions may mail them to the Watch Tower Bible and Tract Society, Treasurer's Office, 124 Columbia Heights, Brooklyn 2, New York, along with a letter stating that the money is for such European relief.

Also, each company should set up in their meeting hall a contribution box marked "Relief", where brethren may place amounts of money during September. At the end of the month monies from this box will be sent to the Society, with a letter indicating its purpose, and then this box will be dispensed with.

The brethren in Europe will undoubtedly be very appreciative of this assistance, and the manifestation of love on the part of their American brethren will assuredly help them a great deal. As Brother Knorr stated at Los Angeles, brethren may wish to set aside a certain amount each week, even missing an occasional meal, so as to provide money for this purpose and enable our European brethren to have a little of what they so sorely need.

INFORMANT

OCTOBER, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

"Fearless Against Conspiracy" Testimony Period

Join in the Onward March of Jehovah's Fearless Ones

Concentrate on Home Bible-Study Activity

Press on in Jehovah's service, fearless against the conspiracy of his enemies. That was a fundamental part of the instruction received by God's people at their mighty assembly in Cleveland, the first large-scale gathering since the dark days of restraint imposed by the nations at war. And no wonder! There we reviewed Jehovah's faithful preservation and deliverance of those who put their trust in him. We realized, too, that a vast scope of Kingdom activity still lies ahead, not with the favor of the nations, but in spite of all they will attempt to prevent it.

Additionally, the conspiracy of the nations to perpetuate the abomination of desolation was clearly outlined. As commanded by Jehovah, his people will heed the instruction: "Neither fear ye their fear, nor be in dread thereof." (Isa. 8:12, *Am. Stan. Ver.*) God's people gladly obey this admonition as presented in our service text for October. They will press on in zealous use of all their service privileges, "fearless against conspiracy," "for God is with us."

Place "Let God Be True", Start Home Bible Studies

October has therefore been set aside as the "FEARLESS AGAINST CONSPIRACY" Testimony Period. It is the ideal time throughout the country for all-out service activity, and we feel confident there will not be an idle hand anywhere. That powerful weapon of the Lord's people, "*Let God Be True*", on a contribution of 35c, is to be the offer for the month. Activity will now swing from the rurals to the towns and cities and a vigorous effort made there to acquaint the people with the many benefits to be gained from the study of this valuable Bible help.

The object of specializing on the book "*Let God Be True*" is thus easily seen as a definite movement to establish as many book studies as possible. Everyone who takes the book should be given full assistance in understanding its contents. There is nothing to indicate that the people will be anxiously waiting for a study to be held with them. On the contrary, the small spark of interest that caused them to take the book originally fades out in a good many cases, and it is necessary to rekindle and fan that interest into an actual desire to learn more of God's Word. This can be done only if the publisher goes back with a well-defined object in view; he must have in mind the exact method to use in developing the interest to the point of starting a study in the home.

For instance, if someone at the first call had seemed interested in the possibility that wars should some day cease, make a note of that on your House to House Record form, and when you make the back-call have the necessary facts and scriptures ready to fully explain the subject. Show the person that the subject is specifically dealt with in chapter 20, paragraph 8, of "*Let God Be True*", and from that point on not only demonstrate how the book clears up that matter, but show that an appreciation and understanding of the entire Word of God can be obtained by a continuation of the study. Apply all the instruction and knowledge you have gained in the *Watchtower* study, service meeting, Theocratic ministry school, as well as your personal study of God's Word, so that you may efficiently feed these "other sheep" of the Lord.

Remember the Quota, One Study for Each Publisher

When people tell us they have already obtained the book, instead of trying to place still more literature, or just moving on to the next home, find out if the book has been read, or what progress is being made in learning the truths it contains. Without doubt, you will see the need of stimulating the interest all over again. The urgent need of studying with the people cannot be overstated. This day of judgment puts the necessity upon all men to make their choice of life or death, and blessed is that one who joyfully gives of his time and energy to aid others in this serious decision. Remember the quota, one book study for every publisher, and all strive to attain it.

Pioneers and special publishers will also move, primarily, back into town and city sections of their territory to co-operate in this great fall and winter campaign; so a most intensive and unified effort on the part of all God's servants is anticipated.

Everyone to Share in Publicity Effort

In conjunction with the book-study activity, the Lord's people will be right out in full view, also, making known the Kingdom gospel in public meeting activity and street work. October's weather is usually ideal for every feature of Kingdom service; so let every company arrange for a series of public meetings. Advertise thoroughly and support the effort by a complete turn-out of all in the company. None should feel that because they have heard a lecture once or twice it is unprofitable to attend. The meeting is yours, and every publisher should go to it with the direct objectives in mind of aiding any of good-will who attend, backing up the speaker in his efforts, and receiving information that will be for his own good in future Kingdom service. Faithful effort in this direction will bring rich blessings of the Lord.

Stand on the streets also, lifting up the message of truth as a sure guide to those seeking the way to Zion. Tell others of the good things contained in the columns of *The Watchtower* and *Awake!* so that they too may rejoice in them.

All these different avenues of service open up a wonderful opportunity to completely manifest noncooperation with the worthless efforts of men. Even though this may bring down the wrath of the nations, their fear shall not be our fear, nor will God's servants be in dread of them. By God's grace we shall prove fearless against their conspiracy, and during the "FEARLESS AGAINST CONSPIRACY" Testimony Period see to it that a one-hundred-percent effort is made to magnify Jehovah's name and cause. Everyone associated with any company in the land, regular or irregular publishers, and even those who may have been inactive for some reason or other, join in the glad work. Take part yourself and try, by God's grace, to aid others in so doing.

Philadelphia Convention

Request Rooms and Arrange Transportation

The assembly of Jehovah's witnesses at Philadelphia, November 21-23, 1947, is of special interest to all brethren living east of the Mississippi river, particularly those who did not have the opportunity to attend the recent Los Angeles convention. Commodious Convention Hall, 34th Street near Spruce, provides good facilities for this gathering of Jehovah's servants, and it is anticipated that all companies in the East will be well represented. Already a busy group of pioneers and company publishers is at work, securing accommodations and making numerous other preparations necessary in connection with a large convention. Each Theocratic publisher planning to attend can give good assistance in the preparation for this assembly by carefully considering the following suggestions and co-operating to the full with the brethren endeavoring to make things convenient for you.

What to Do First

A supply of the Room Request Form accompanies this *Informant* to your company. Western companies will receive very few, but eastern companies have been allotted a quantity believed to be sufficient for their needs. All publishers should immediately make up their groups and fill out the necessary Room Request Form. Please note that one form is to be made out for EACH ROOM required, including not more than four persons. Read the form over carefully after you have filled it out, to be sure that you have supplied all the information requested. This will avoid delay in handling your request and will thereby benefit you. Mail your form *early*, to WATCHTOWER CONVENTION, 1343 W. Venango St., Philadelphia 40, Pa. The sooner you get your request in the mail, the better the opportunity for the Rooming Committee to serve you. If more forms are needed, please write to Watchtower Convention Committee, 124 Columbia Heights, Brooklyn 2, N.Y.

Please note that, due to the shortness of the assembly, there will be no trailer and tent camp. However, the Society hopes to operate a cafeteria for the benefit of the brethren.

Volunteer Service

Companies within a hundred miles of Philadelphia will receive volunteer service application forms, with an accompanying letter of instructions as to the handling of these. Undoubtedly there will be brethren elsewhere who have skilled trades (plumbers, electricians, carpenters, cooks, etc.) attending the convention, many of whom will be union members. If such brethren can arrive in Philadelphia a few days or a week before the convention begins, and wish to volunteer their services for work, please write to WATCHTOWER CONVENTION, 1343 W. Venango St., Philadelphia 40, Pa., stating your qualifications and advising as to when you can arrive in Philadelphia. The convention servant will write you if your services are needed. If you are a union member, be sure to state which union. The tools and equipment you can bring with you, if needed, should also be listed.

Transportation

Each company or unit should organize its groups that will be using rail (coach) and bus transportation. Have someone designated to serve as transportation servant and gather information, following through with whatever arrangements are necessary. First, we shall need to get a reasonably accurate estimate of the number of brethren that will be using these means of transportation. Have each one who intends to use rail (coach) or bus transportation turn in a signed slip, stating the type of transportation he intends to use. Advise the brethren of the cost of the round trip by rail (coach) and by bus, so that they can choose. By October 15 the transportation servant should have totaled the slips and reported to WATCHTOWER CONVENTION TRANSPORTATION, 117 Adams St., Brooklyn 1, N.Y., the number of those intending to go by rail (coach). In cities where there are units, have one general transportation servant for the entire city and have him total the reports and send in the complete figures to the Society.

When the reports are received the Society will forward sufficient Convention Assignment slips so that each one intending to use rail (coach) transportation can be given one slip for the GOING TRIP and one for the RETURN TRIP. The transportation servant in each company or unit can fill these out and issue them. They should be issued to the brethren only after they have obtained their rail tickets. The servant can keep a record of the number of slips issued for the GOING TRIP

(Continued on page 2, column 3)

Publishing Jehovah's Reign Among the Nations
By United Tiding-Bearers

Lend Your Support During November

A news release of universal concern now circulates throughout the earth. Surpassing the news-stirring strides at world government by the U.N., eclipsing the headline-making advances in atomic research, comes this news report: *Jehovah reigns!* Such an unparalleled message is indeed a challenge to men and nations who have wrongly assumed the right to rule. Conversely, it is a message of hope to God-fearing creatures, one that must receive publicity among the nations.

As the truth regarding Jehovah's reign ever increases in brilliance, zealous witnesses of God, 200,000 strong, clearly perceive the import of the glad tidings and combine their efforts as publishers of peace and salvation in faithfully announcing Jehovah's reign in all nations. With this message so essential to eternal existence, how can we afford to be silent for one instant as to heralding it publicly? We can not! Hence, in November we shall continue to 'bring good tidings of peace and salvation' by publishing among the nations: "Thy God reigneth!" —Isa. 52:7.

'Bring Good Tidings' with "Let God Be True"

"How beautiful . . . are the feet of him that bringeth good tidings" will be the lot of faithful publishers who proclaim good news during November by presenting "*Let God Be True*" on a contribution of 35c, the offer for the month. Become "*Let God Be True*"-conscious by having demonstrations and practical service talks at service meetings on the month's presentation, by offering it in the door-to-door work, by stressing the need for studies in it on back-calls, and finally by arranging interesting and instructive meetings with those already studying the book. Indeed, the people are in dire need of an enlightening Bible textbook like "*Let God Be True*", and it is our obligation and gracious privilege to continue its distribution.

Increase Public Meeting Activity

Publishing God's reign in all the world presents no unsolved problem to those actively engaged in the public meeting work; nor does the coming cold weather chill their zeal to carry on this feature of Kingdom service. Therefore, plan now to push on in public meeting activity during November and the winter months to follow by arranging for halls, ordering handbills, and caring for other essentials. Devote some time in the service meeting to a discussion of public meetings. Encourage the brethren to advertise and support the meetings locally, and emphasize the need of assisting new interest to attend. A well-planned demonstration would serve as an aid in this behalf. With good servant-publisher co-operation and careful planning public meetings will increase.

In all our ways during November we shall acknowledge Jehovah as Universal Sovereign, and he will direct our paths so that the "beautiful feet" of gospel-proclaimers will be swift in publishing the news of Jehovah's reign among the nations.

Available Booklets

The Society has a considerable stock of *One World, One Government, The "Commander to the Peoples"* and *Religion Reaps the Whirlwind*. All of these booklets are very timely and contain much good information that should be taken to the people. Since paper shortages restrict the printing of any new booklets, brethren may wish to use these for distribution in conjunction with the campaign offer or in evening booklet work. Companies and pioneers may order a good supply of these booklets and these may be presented in conjunction with "*Let God Be True*" in October and November, or brethren may drop down from the book offer to three booklets on a contribution of 10c. Companies and pioneers with surplus booklets on hand may likewise arrange for distribution of such in conjunction with the campaign offer of any month.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	820	175.0	50.0	7.7
Gen. Pios.	2,954	150.0	37.4	5.4
Co. Pubs.	64,239	14.7	3.7	1.0

August 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	292	145.2	40.4	4.8
Gen. Pios	1,884	123.7	27.2	3.8
Co. Pubs.	62,528	12.9	2.7	.4

PUBLIC MEETING CAMPAIGN

Total Meetings Held 1,732

A Call to God's Ministers

Make Pioneering Your Life Career

Among the vital truths repeatedly emphasized at the recent "All Nations Expansion" Assembly was the fact that every Christian is an ordained minister of Jehovah God, a proclaimer of His Word and kingdom. As servants of God and followers of Christ Jesus, preaching the gospel is our primary occupation in life, regardless of what secondary occupation we may have. We engage in such secondary activity only because of force of circumstances to provide things needful and decent. Such activity may change from time to time, but our primary occupation, that of minister, remains the same.

In view of this fact, does it not unavoidably follow that if circumstances do not demand such secondary activity we dispense with it entirely and devote all our time and energy to our primary occupation of preaching the gospel? Yes, it does; and to the extent that we appreciate the honor of being ministers of Jehovah God and the privilege of bringing life-giving truths to the people, to that extent we will consider seriously the question of our entering the pioneer service.

It was also brought to our attention at the assembly that taking up the pioneer work was not merely changing from one job or way of making a living to another. It is the choosing of a career, a life career, one that leads to life. Its purpose and goal is the vindication of Jehovah's name and the bringing of life to men of good-will; the material subsistence that comes with it is incidental. Only those entering it with an unselfish motive can expect to have the Lord's blessing.

Success as a Pioneer

To make a success of pioneering one must work hard. Most people do work hard just to make a living. Why not, then, work hard to enjoy the greatest of all careers: the pioneer career? It means taking a real interest in one's work, presenting the message earnestly and with joy, ever alert to improve one's ministry; not letting opposition or indifference discourage, but viewing such as a challenge to be met with increased zeal and resourcefulness. It means patience in teaching the "other sheep"; it means being efficient, systematic and methodical in all one does.

Above all, however, pioneering takes faith, for it means marching out on the unknown relying on God's promise to provide. To see clearly ahead how the Lord will provide does not require faith. Why not show strong faith in God as our Provider by not waiting until we have accumulated the wherewithal to meet future needs?

The pioneer field is not overcrowded. There is room for thousands right in this land. Why, half of the counties in the United States have not been witnessed to for from twelve months to nearly fifteen years! The field is large and the laborers are few. The responsibility is upon us to bring to the people the message of comfort and warning. Are you doing all you can to discharge your obligation toward these people and fulfill your commission as a minister? Or are you content to hold on to a secondary job, when you could be making the pioneer service your career? Send for a pioneer application today.

(*Continued from page 1, column 4*)

and the RETURN TRIP. Turn in the totals of this record to the railroad agent with whom you have arranged your transportation, by November 10. This will give the railroad ten days to complete the final equipment arrangements.

In many cases it will be possible to combine rail (coach) travel into "special train" or "special coach" arrangements. After a report is sent to WATCHTOWER CONVENTION TRANSPORTATION it will be possible for the Society to advise various companies how to co-ordinate their efforts. Each company can arrange its bus groups without reporting to the Society, as it is rarely possible to combine these with other groups. Those brethren intending to travel by air or Pullman should make their own reservations for the round trip. It is doubtful that there would be enough using these means of travel to organize any groups from one point.

Since the convention will close on Sunday evening, November 23, all traveling by rail or bus will leave within a matter of a few hours after the closing session. Travel is very heavy out of Philadelphia on Sunday nights. Be certain to have definite return arrangements and be orderly and patient at the stations when waiting in line or boarding trains or busses.

Company servants should give careful attention to these matters regarding the convention, so that the brethren are accommodated. Contact your good-will interest and invite them to accompany you to the convention. Help them make travel arrangements. The assembly will strengthen them too, and they will rejoice to join you in 'heeding the Good Shepherd's voice'.

Effective Street Witnessing
Watchtower, Awake! and Handbill Distribution Serve Jehovah's Purpose

The eyes of the world focus upon Jehovah's witnesses, especially when they do street witnessing. Among those who watch are disheartened persons of good-will, looking for the freedom, peace and hope that this world cannot give. For them effective street witnessing may open the way to Kingdom blessings now. Other observers include haters of true worship, who deride and condemn God's servants. To them proper street ministry may bring no blessing, but a marking as "goats". Whatever the result to humans, the name of Jehovah is magnified, and his purpose served.

Appearance

To be effective, both the "silent" and the "vocal" witness of the publisher must reflect his being God's servant. Jehovah is a God of cleanness; hence his servants must be clean. Clean magazine bags neatly placed, clean clothing and clean magazines, combined with proper stance (not leaning against a building or pole) and a pleasant and courageous disposition will, though not a word is spoken, give an effective "silent" witness.

Oral Testimony

The tongue must come into play, however, for all who can speak. How can your "vocal" witness best serve Jehovah's purpose? Do you call out appropriate slogans in an inviting, friendly way? Do you take the initiative, approach those near by and ask, "Have you read *The Watchtower* or *Awake!* lately?" then deliver a brief witness? Do you use your voice for public witnessing, or to instruct new ones, rather than to discuss the problems of the day with other publishers? If "Yes", your "vocal" street witness is certain to be effective, whether you place many magazines or not.

Since more copies of *The Watchtower* are now obtainable, while the supply of *Awake!* is still limited, *The Watchtower* can be stressed in street work. Current issues of both magazines may be displayed simultaneously; if the supply of one is exhausted, however, use the other. Appropriate slogans, pointed and edifying, will rouse interest. These may apply to any issue, or high-light contents of current magazines. Suggested slogans may be briefly offered during the service meetings by the advertising servant or the company servant. These servants will consider each issue beforehand and form a few current slogans.

Street handbill service is giving a tremendous witness. Where sufficient publishers are on hand, it is believed best that some do magazine work and others, who might wear magazine bags or placards, if available, distribute handbills. If handbills are not "going", ask passers-by, "Have you received your invitation to the public Bible talk?" and many who have not will accept it.

Effective street witnessing, all features of it, will glorify Jehovah and draw good-will to the right worship. Work always to this end.

Publications Now in Stock

"*The Truth Shall Make You Free*"
—German

"*The Kingdom Is at Hand*"
—Spanish

INFORMANT

NOVEMBER, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117:1, A. S. V. BROOKLYN, N. Y.

Publishing Jehovah's Reign Among the Nations

"Let God Be True" Distribution Continues

Back-Calls and Public Meetings Pushed

Jehovah has begun his reign, but the nations are woefully ignorant of that fact. Consequently, those who do know it are duty-bound to "publish Jehovah's reign among the nations", and this they are determined to do.

"Let God Be True" Distribution

During November, publishers of Jehovah's reign swing joyfully into the second month devoted to the distribution of "*Let God Be True*". To many this will mean working in territory that has already been covered with this offer. The initial presentation at the doors, therefore, becomes more important. It is not the book's being "new" that prompts its acceptance by the householder, but rather the interest created by the publisher's efforts.

Approach each door with something definite in mind. A few sentences full of thought, varied to meet changing conditions, far surpass an oft-repeated recitation that soon becomes dull and lifeless. That means alertness. Watch the response and change your approach when necessary. Illustrate the value of the book by using it to answer the questions that arise. Reading a list of chapter titles will not create as much interest as will pointing out the significance and importance of the material.

Back-Calls Fill Need

Each book placed is a prospective book study. Let the people know of your concern for their getting the most possible benefit from their new Bible help. Urge them to make note of any questions, so that they may be answered later. Furthermore, the opportunity for starting a study may arise unexpectedly among persons already having the book. They have it? Fine! Bring up timely questions and demonstrate how they can be answered from its pages. We are not merely interested in placing more literature. With this understood, many will react favorably to the suggestion that they learn through systematic study. Enthusiasm and wholehearted belief in Jehovah's reign will aid you greatly in making known the need for knowledge, and then to fill that need through home Bible studies.

Public Meetings Advance

Persons who have already manifested some interest are most likely to attend public meetings. The need for such increases as more "sheep" are found. Now is the time to make preparations and line up halls for the coming winter months. Endeavor to get a handbill for each talk of the series into the hands of all persons. The handbill itself gives an effective witness. This is evidenced by the many inquiries that come into the office from people who have read them. The gratifying results of the public meetings provide ample proof that Jehovah is using that means, together with home Bible studies, to announce that he reigns. Be in the forefront of the swelling ranks of 'the great company that publish it'!—Ps. 68:11.

Importance of the Company Book Study

Organization and Support Necessary for Success

In apostolic times 'churches in houses' functioned as centers for Bible education and gospel-preaching. Today the home company book study, in addition to Kingdom Hall meetings, can likewise serve as an effective center for vital Bible education and Kingdom service. Necessarily efficient book-study organization plus wholehearted publisher support is required to achieve the desired result.

Organization Needed

Each company should organize at least one company book study, while larger companies will form several in suitable locations. Appointed study conductors, selected for service in different sections, are expected to give diligence to their assignments, preparing for lively, educational meetings and generally assuming the same responsibilities as any servant. By zealous field service and regular assistance to others in the group, study conductors serve as examples to their brethren, and share in advancing the expansion program of the company locally.

Organize for field service by planning midweek group witnessing, evening house-to-house or back-call work, and booklet activity prior to the study. Co-operative back-call book-study ministry, using good publishers to train others in home Bible education, will yield its reward in more studies and, undoubtedly, more publishers. The public meeting campaign, also, provides opportunity for week-end preaching in collaboration with the entire company. Thus, with field work high-lighted, the study proves itself a center for Kingdom service. Brief announcement of plans for the week as well as company meetings may be made at the conclusion of the one-hour company book study.

Occasional service meeting reports dealing with the progress of company book studies will be helpful to all as study conductors and servants unite their efforts to better local organization of this important branch of company ministry.

Publisher Support Required

Successful functioning of the company book study requires hearty support of publishers. Attend regularly, and try to be on time. Take part in the study, and contribute to its animation and instructiveness. Plan to share in field service with other attendants. And bring to the company study your good-will interest. Here they benefit not only by the truths discussed, but by intimate association with a congregation of clean, joyful worshipers of the true God. With ease they become acquainted, experience the blessing of Christian fellowship, and begin to crave the regular companionship of Theocratic servants. Make them feel "at home", and invite them to other meetings, as well as into the field of active service. In the small book-study assembly, moreover, occasion is afforded to comment more often in the presence of others. Through this medium publishers are strengthened to speak up at the *Watchtower* study and service meeting, adding to the liveliness of these congregational studies. Support your company book studies energetically, with benefit to yourself, people of good-will, and the entire company.

Publications for Study

Publications to be studied are "*Let God Be True*", "*The Kingdom Is at Hand*," "*The Truth Shall Make You Free.*" and *The New World* Upon completion of one book, study another of these four. Review of the contents will never be uninteresting; rather, it will refresh and enlighten and edify, as Jehovah's kingdom truths are more solidly implanted in mind, and the student is fitted for better service. *The Watchtower*, of course, is considered at the weekly *Watchtower* study, while "*Equipped for Every Good Work*" is taken up at the Theocratic ministry school.

Company book study, *Watchtower* study, service meeting, Theocratic ministry school, public meetings, field service and personal study—what a compact weekly schedule! Truly it is a schedule designed to keep us close to the Theocratic organization, fully absorbed daily in the service we so dearly love, a schedule to help us ward off demonic attacks, and learn now to live forever in the New World. Take advantage of these provisions of the Most High, and give them your support, including that center of Bible education and New World service, the company book study.

Prepare for 1948 *Watchtower* Campaign

Companies and pioneers should now begin preparing for the 1948 *Watchtower* Campaign, which will be from January through April. The offer will be a year's subscription for *The Watchtower* for $1.00, with a gift offer of eight booklets. These booklets will be made up of four 32-page and four 64-page booklets, where supplies allow, and will be wrapped in a special attractive wrapper provided by the Society. Where *The Watchtower* is not obtained, the alternative offer of *Awake!* will be presented along with the gift of booklets. If this is not accepted, publishers will drop to a bound book, or offer the eight-booklet combination on a 25c contribution.

Companies should prepare now, arranging for additional distributors' copies of magazines as advised elsewhere in this *Informant*. A separate letter is being sent with this *Informant* to all companies and pioneers advising them how to re-distribute supplies of booklets already in stock in companies and what booklets may be ordered from the Society, where needed. This letter should receive careful attention by the servants involved, so that everyone will be ready to start January 1, 1948.

Magazine Distributors' Copies

We are glad to advise that sufficient paper has been obtained to allow supplying increased number of distributors' copies of *Awake!* as well as *The Watchtower* to Branches, companies and pioneers. Wherever additional copies are needed, requests for increases should be sent to the Society on the Magazine Distributors' Order Blank. Order only what you can actually use, since paper is still hard to get and expensive. Do not waste magazines. Advertising servants should check with pioneers and company publishers now and ascertain their needs for the coming *Watchtower* Campaign, so that increases may be ordered accordingly.

Theocratic Ministry School Information

Enclosed with this *Informant* is the 1948 schedule for the Theocratic Ministry school. So that all may be able to check reading assignments and time of written review, one is being sent for each publisher.

NOTE TO SCHOOL SERVANTS: Since you are to check that all points covered in the written review are brought out in the instruction talk or, if overlooked, in the oral review the following week, the written review material is sent you three weeks before the date of the *first* lesson. If you have not received your supply by the time of the first lesson advise the company servant, so that he may write at once for your supply. Do not wait until the week of the written review.

"Praise-giving Nations" Testimony Period

Three-Bound-Book Offer to Be Featured in December

Peak of Publishers Possible if All "Sing Praise"

We owe Jehovah our praise, "for his lovingkindness is great toward us." He has so arranged that only those who recognize this debt of gratitude by service of praise will receive still more blessing at his hand, namely, eternal life. Therefore this call to praise Jehovah is the life-giving call to the nations and nothing is more important than it. Those who refuse to heed this call and who continue to give their praise to the work of men's hands will suffer destruction together with their idol. But while the United Nations engages in this folly, there are a few from all nations that are unselfishly united as the "Praise-giving Nations".

Three-Bound-Book Offer

During the "PRAISE-GIVING NATIONS" Testimony Period we will have a part in extending the life-giving call to all who will hear, by presenting three bound books on a contribution of one dollar. Having given those in the rurals an opportunity to obtain the bound books in combination, we will now give to those living in the cities a similar opportunity, with this exception, that the Bible handbook *"Equipped for Every Good Work"* is not to be included. *"Let God Be True"* should be offered in every combination. In presenting the offer arouse interest by asking questions on particular subjects. For instance, on the chapter heading "Satan the Devil", such questions as these may be asked: Who made the Devil? Would a good and righteous God make such a wicked creature? Why doesn't God kill the Devil? He is almighty and certainly could; etc. Such reasoning will arouse interest in thinking people and will result not only in placing the books but in their getting the answers when reading them.

December always brings with it additional opportunities for praising Jehovah, due to the holiday season. Make good use of the temporary release from school and secular work by bringing to the people the good news of Jehovah's lovingkindness during this season. Make definite arrangements for group witnessing, particularly on the 25th, thereby furnishing the necessary impetus for united action on that day.

Aid Others to Give Praise

Having placed some literature with the householder, be sure to call back. Calling back is the first step toward book studies, and book studies result in publishers. And, after all, that is our goal. Having started a book study, tactfully prepare them for field service by recounting to them, as opportunity affords, the joys of service, and the blessings and interesting experiences you are having. Be bubbling over with the joy of praise, and as time goes on they will want to share that joy and will doubtless ask you how they may have a part in it. However, should they fail to do so, take the initiative yourself. As you note their progress suggest that they come along with you and see first-hand the blessings that come with extending the life-giving call to others.

And while aiding such to get into the service let us not overlook our neighbor in the company who may be in need of help. Each company should be fully organized for this. Let every company servant arrange for the names of the weak, irregular and inactive ones to be given to book study conductors, other servants and reliable publishers, so that each such one will be given assistance. Let none begrudge the time involved or be annoyed at any inconvenience that may result from extending a helping hand, but rather rejoice in the privilege in advancing the praise of Jehovah. Practical demonstrations at service meetings, preferably based upon actual experiences, showing how this may be done, will go far in making such efforts successful.

Why a Peak of Publishers

For the calendar year of 1946, December was the best month. Without a doubt, effective organization and making good use of the opportunities the holidays presented had much to do therewith. We can do the same this year. If we do, it will mean an all-time peak of publishers for this land. Other lands have seen great increases, as noted by the reports of the president of the Society appearing in *The Watchtower*. The Lord is not partial in bestowing his blessings. He blesses faithful and diligent service with increase. And while December may bring with it more inclement weather, let us not be like the sluggard who uses the cold as an excuse for not plowing, but seize the opportunity to demonstrate that our love is perfect. So, regardless of obstacles, let us do our part by extending the life-giving call to as many as possible and aiding all we can to have a share therein. The Lord will give the increase. Praise ye Jehovah!

Publications Now in Stock

"The Prince of Peace"—English
"The Truth Shall Make You Free"—French
"Be Glad, Ye Nations"—Arabic
"Be Glad, Ye Nations"—Siamese

Eastern Convention Arrangements

Complete Your Plans Assist Good-Will to Attend

The "Song of Praise" Assembly of Jehovah's witnesses, November 21-23, at Philadelphia, is drawing near. All brethren planning to attend should by this time have sent in their Room Request Forms and made known their desires with regard to transportation. If you have not mailed your request for a room, please do so at once, in order to receive your assignment before leaving home. In the event you do not receive your room assignment by mail, call for it at the Rooming Department, as it will be held there for you. The Rooming Committee will be located at the right of the auditorium lobby beginning Friday morning.

At the service meeting prior to the convention some time should be devoted to a discussion of point No. 6 on the Room Request Form stub, showing how the brethren can effectively take advantage of the opportunity to witness to the landladies, presenting the current literature offer. Have in mind that many of the persons volunteering rooms are people of good-will; and all are to some extent favorably inclined toward Jehovah's witnesses and their work. You can help or retard their progress by the manner in which you treat them while attending the convention. Show them kindness and consideration, and, by all means, contact your landlady if you have been assigned definite rooms, even if it is impossible to take such rooms. Deal with the landladies as you would with persons of good-will on your back-calls, being careful to do nothing that might stumble them or prejudice them and thus close their ears to further preaching of the gospel. Please remember that they have gone out of their way to prepare for your arrival and to have you in their homes; return the kindness by accepting the rooms assigned.

Other Points to Note

Cafeteria. The Society will do the best it can to feed as many brethren as possible with the facilities available at Convention Hall. Your cooperation with ushers directing cafeteria traffic will be appreciated.

Field Service. This department will be located in the Exhibition Hall under the main auditorium or arena. Here there will be available literature, magazines, handbills, placards and territory for the field work. Brethren should bring a supply of *"Let God Be True"* with them. Captains will turn in a daily report, and each publisher will report to his respective company.

Immersion. An immersion will be arranged for Saturday morning. All candidates therefor should bring their bathing suits and towels.

Music. The Society is planning to have an orchestra if satisfactory arrangements can be made with the unions. Those desiring to bring instruments may do so, and they should inquire at the Volunteer Service counter regarding details when they arrive. All publishers should bring their Kingdom songbooks.

Pioneers. Meal tickets for pioneers will be available at the Pioneer Booth in the lobby entrance of the auditorium beginning Friday morning.

Trailer Camp. Brethren are not encouraged to bring trailers or tents. The regular commercial facilities for accommodating such are very meager in and about Philadelphia, and the Society will not operate a trailer camp.

Transportation. The 30th Street station of the Pennsylvania Railroad is about one mile from Convention Hall. Brethren arriving at this and other railroad and bus depots will be able to obtain information about the convention.

Volunteer Service. The Volunteer Service counter will be located in the Exhibition Hall beneath the main arena. All persons wishing to assist with convention duties should report to this counter immediately upon arrival Friday morning. Any brethren arriving in Philadelphia on Thursday can volunteer their services at 1343 W. Venango Street and thus be assigned to duty before the convention gets under way. Companies already having received volunteer service slips should forward these immediately to the convention committee in Philadelphia. The committee is especially interested in hearing from union craftsmen at once. Many ushers and other servants will be needed, including cafeteria workers.

Every person attending the convention should have part in advertising the public talk to be given by Brother Knorr at 3 o'clock Sunday afternoon. The subject will be "Permanent Governor of All Nations", which was so well received by the public at London and Los Angeles. Bring your people of good-will to the assembly with you and start them in the service. They will delight to have part in the advertising work. Invite the landladies to Convention Hall for all sessions, particularly for the public lecture. Philadelphia needs a good witness to the Kingdom, and this is the opportunity to praise Jehovah's name among the inhabitants of that city as never before. Take full advantage of this provision of the Lord for spiritual refreshment, and join in the 'song of praise' to his name.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		150.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

September 1947

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	585	171.4	56.6	6.2
Gen. Pios.	2,667	141.9	37.6	4.8
Co. Pubs.	66,007	14.2	3.2	.4

PUBLIC MEETING CAMPAIGN

Public Meetings Held: 2,851

Quota for the United States

The above report lists the new quotas for the service year from September 1947 through August 1948. It represents an increase of ten percent over the monthly average of publishers for the past service year for both pioneers and company publishers. No separate quota is being given for the number of special publishers, for the following reasons: Keeping up the quota of special publishers depends primarily upon the amount of "Good Hopes" available for this purpose. Their number is decreasing in this country, due to the great expansion work being carried on in other lands. Therefore, when special publishers go to Gilead and then to their foreign assignments, they are not replaced on the United States special publisher list. Consequently this branch of the service in the United States will continue to decrease for the present. However, there is no limit to the number of general pioneers that may be enrolled.

The Company Quotas

Each company will set its quotas on the basis of a ten-percent increase over its average monthly report of last year, as noted in the instructions sent with the chart. This quota, and not the one appearing in the *Informant*, should be entered on your chart. By each company's meeting its own quota, the quota for the country as a whole will be met.

The September Report

A check of a number of companies reveals that the reason that the month of August was not another "best respective month" (although failing to be reported such by only a few hundred publishers), was that the publishers failed to report, not that they failed to get into the field service. Doubtless this was overlooked, due to convention activity. This emphasizes the importance of reporting! However, in September, it seems, we had gotten back into swing again, as it was another best respective month, and that by more than five thousand publishers. If we keep up this good work we shall meet our quota for 1948.

INFORMANT

DECEMBER, 1947 "Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V. BROOKLYN, N. Y.

"Praise-giving Nations" Testimony Period

Strive for Another Peak in Publishers

Three Books Serve as Telling Instruments of Praise

Rightly, the two billion people alive should give praise to their Maker. But they do not. Instead, the great majority praise other men and serve the god of wickedness, Satan. As a result the world, enslaved to a god who offers nothing but evil, writhes in agony and plunges to its death. Some, however, do praise their Life-giver. Today these number about 200,000, only 1/10000 of the total population. But contrast their lot! They alone enjoy peace, freedom and the hope of endless life. Jehovah showers blessings upon his praisers.

But how is praise rendered? Is it a "mental" praise, simply believing with closed lips that Jehovah is God? Does it reach only as far as the walls of a private dwelling or a Kingdom Hall? No! Jehovah's witnesses are public praisers, calling out vigorously in "the midst of the city", from house to house and on the streets: "O praise the LORD, all ye nations." (Psalm 117:1) Public praising accomplishes God's purpose to divide the peoples and draw out from all nations multitudes more of good-will to the true worship.

How thoroughly fitting that representatively "all nations" unitedly raise their voices in a resounding shout of praise this month! December climaxes a year of bounteous blessings: the praise-giving world tour of the Society's president, heart-cheering circuit and national assemblies, new peaks in publishers, and the ever-flowing revelation of satisfying truths through *The Watchtower*. Jehovah is good to us, and we are thankful for it. But we are not selfish. We want others to share. We want the world to know of Jehovah's mercy and loving-kindness. And for that reason we will not seal our lips, but open them in a stirring song of praise during December, a month that might easily witness a new high in publishers.

Reaching Another Peak In Publishers

Do we have sound basis for assuming a new peak in publishers is possible? Last December 69,786 publishers were in the field. In April the figure climbed to 73,512, the largest number ever to turn in a report. Ninety-three thousand persons associate with companies in the United States. Upward of 40,000 back-call book studies are conducted regularly. Do you not agree that out of this throng of more than 100,000 there are at least 74,000 willing to give public praise this month? How, then, can the new high be reached?

How many inactive ones associate with your company? How many book studies are conducted with persons who know the truth, but do not publish? Will you servants immediately make a careful check of the publisher's record card file, and plan to aid every inactive one and every irregular publisher? Will you regular publishers and study conductors lend your needed help? Will you to whom assistance may be offered respond warmly to a kind, considerate invitation to join in praise? Will everyone holding book studies with new interest who have a basic understanding of the Bible ask if they are willing to "come" along and share in praise, if only by simple handbill distribution in public meeting work? If your answer is unanimously yes, and translated into prompt action, we feel confident the effort will be richly rewarded, even with a possible peak in publishers.

At each service meeting during December, a progressive report of the company's field activity should be considered. Discuss the progress, go into the work your company must yet do to contribute to the expected nation-wide peak, and make concrete plans for further action. Invite attendants at each *Watchtower* study and company book study to share in praise. Encourage and help brethren of "all nations" to serve actively, for language is no barrier to praising Jehovah. And be sure that each publisher turns in a report.

Arrange now for special field service during the Christmas holidays, when many will be released from school and secular employment. Use this time wisely, to the glory of Jehovah and his true Christ, and thus defeat the Devil's disguised purpose to seduce all nations to give praise that day to a false christ.

Printed Instruments for Praise

Three books overflowing with Bible truths will serve as each publisher's printed instruments of praise. Offer the three on a contribution of $1.00, including "*Let God Be True*" (but NOT "*Equipped for Every Good Work*") in each combination. Their silent pages will speak forth God's purposes, and may activate grateful readers to open their lips in public praise. Be sure to note placements on the House to House Record, for return calls. Diligently give your initial witness and follow up every opportunity. Above all, get into the field, and know that Jehovah will bless your zealous effort, to his praise.

December may be cold in many sections. Freezing temperatures, however, should not numb our lips into speechlessness. Lovers of righteousness respond just as warmly in December as in June. They yearn for truth and freedom. Give it to them, you praisers of the Lord of all nations. Give it by giving public praise to your Maker, in "the midst of the city". Everyone during December, "both young men, and maidens; old men, and children, let them praise the name of the Lord" Jehovah!

Pioneers Obtaining Literature from Companies

Beginning January 1, 1948, pioneers may obtain regular supplies of literature from the company nearest them. This arrangement will reduce the number of pioneer orders filled from this office and give the pioneers immediate access to all publications the company may have in stock. It will mean, too, that pioneers will not have to carry large supplies of literature, as many would when placing 100-pound orders with the Society. It must be understood, however, that this arrangement is not obligatory upon either pioneers or companies. If a company is not in position to stock sufficient literature, or if it is inconvenient for pioneers to obtain literature from a company, pioneers may order direct from the Society. Much work and much expense to the Society will be saved, if pioneers obtain their supplies from a company whenever possible.

Company and stock servants will, of necessity, have to ascertain the approximate needs of pioneers in their company before ordering. When making out the order blank, stock servants will indicate at the top the number of pioneers who are expected to draw from the literature being ordered. Pioneers will obtain literature at the designated times when the stock room is open, and *must always pay cash* at pioneer rates at the time the literature is obtained. The Society will supply Pioneer Cost Lists to stock servants and accounts servants upon request, so that they will be acquainted with pioneer rates. Stock servants will place literature at such rates only to such persons known unquestionably to be pioneers. The company will not at any time extend credit to pioneers. If a pioneer desires credit, he must order literature direct from the Society.

Upon request by companies the Society will send a year's supply of Literature Credit Request forms, two copies of which are enclosed with this *Informant*. Once each month the company will make a request for credit to be applied to its account covering the difference between pioneer and company rates for the literature supplied to pioneers.

Recording Pioneer Literature

When a pioneer obtains literature, the publisher's order blank will be filled out in duplicate, showing the pioneer's name and marked "Pioneer" at the top. The quantity of each item obtained will be listed, and the pioneer will pay the stock servant pioneer rates for the literature. The publisher's order blanks for this literature should be kept separate from the company publisher blanks. The accounts servant who receives the money and duplicate blanks from the stock servant will enter the money in the literature account in the regular way, but will keep the blanks separate. All literature placed will be recorded as moved, on the progressive inventory.

When a pioneer obtains *cash items*, which the company received from the Society, the order blanks will be handled the same as outlined, and monies for these will be entered by the accounts servant in the cash account. Then sufficient money should be taken from the literature account to cover the difference between pioneer and company rates for the items and entered in the cash account.

Requesting Credit

At the end of the month the stock servant will total from his pioneer publisher's order blanks the number of books, Bibles and booklets, as well as any cash items, placed at pioneer rates. The accounts servant will also total his copies to see that no discrepancy exists. The quantities will then be placed in the proper spaces on the Literature Credit Request form, two copies of which will be made out. Any cash items placed will be itemized separately. Items where the pioneer and company rates are the same will, obviously, not be listed. The names of all pioneers and servants to the brethren who obtained literature for that month should be listed on the reverse side of this form, which should then be checked, signed and sent to the Society. Upon being received at this office the names listed will be checked against our records to see that they are pioneers. When everything is found to be in good order, the company account will be credited and a credit memo sent to the company for entry in the "Debit" column of the literature account.

Pioneers Desiring Credit

Credit balances on pioneer accounts at the Society's office will not be transferred to any local company to be drawn upon by the pioneers. All pioneers who wish to avail themselves of any special Society credit given to pioneers, or credits due to cash remittances to the Society, must order literature direct from the Society as long as such credit exists. Subscriptions may also be charged to such credit balances.

In some instances a pioneer may obtain a supply of literature from a company without the cash transaction through the transfer of stock arrangement outlined elsewhere in this *Informant*. However, each individual transfer must be authorized by the Society, and this provision is not made for regular usage.

If a pioneer leaves the pioneer service he will *not* be permitted to return his literature to the local company and receive pioneer rates for the literature. In every case he must either make out a Transfer of Stock or request a revision of rates covering all literature he has on hand received at pioneer rates. The pioneer deals with the Society in caring for this literature.

We believe this new arrangement will be a convenience to the pioneers and also a great assistance to the Society in saving both work and shipping expense; and the co-operation of all is much appreciated.

Tenth "Watchtower" Campaign at Hand!

Prepare for 4 Months of Heart-enlightening Service

"Let Your Light Shine" by Presenting *The Watchtower*

Beyond compare is *The Watchtower!* Standing as a beacon-light in the midst of earth's gross darkness! Devoted exclusively to 'enlightening the eyes of the hearts' of millions of truth-seekers regarding Jehovah and his purposes! That is *The Watchtower*. Nearly 69 years of illuminating the way to life marks the splendid service of *The Watchtower*. Through nine great campaigns the recipients of this unusual magazine have contributed to shedding its enlightenment by further distribution of *The Watchtower*. And, by the Lord's grace, January, 1948, will prove to be another milestone in the history of this journal, as the tenth *Watchtower* Campaign gets under way. Vigorously, Jehovah's witnesses will press forward in this mighty campaign, endeavoring to 'keep enlightened the eyes of the heart' by presenting *The Watchtower*.—Eph. 1:18, 19. *A.S.V.*

Stress "The Watchtower"

A year's subscription for *The Watchtower*, plus a premium of eight timely booklets, for one dollar, is the featured offer for the 1948 campaign. And, publishers, remember: This campaign is primarily for *The Watchtower*, with a quota set at 300,000 new subscriptions. Hence, that is the publication to be stressed during January to April inclusive.

Hard to present? On the contrary! Presentation is made exceptionally easy with *The Watchtower's* many outstanding features. Not only does it offer an incomparable coverage of Bible prophecy and Christian doctrine, but study aids are provided for earnest Bible students, such as a weekly study schedule specially designed for busy people, revealing questions on each paragraph, and explanatory footnotes where necessary. Within the pages of *The Watchtower* actual experiences regarding world-wide Kingdom expansion are reported. Further, it is not influenced by religion, politics or commerce, but stands uncompromisingly for the truth of God's Word.

With each year's subscription for *The Watchtower* obtained during the campaign, Kingdom light-bearers will be privileged to present free eight instructive booklets. Moreover, included in each eight-booklet combination will be that up-to-date publication so enthusiastically received at the Philadelphia convention, *The Joy of All the People*. (Instructions on ordering are elsewhere in this *Informant*.) As another added feature to the campaign offer, the Society is pleased to supply free with this *Informant* an attractive, three-color, witness-bearing booklet wrapper. The stock servant and his assistants should begin now preparing booklet packets using this special wrapper as instructed in the campaign letter. Give attention to neatness. Additional wrappers may be ordered from the Society as your needs demand.

Alternate Offer

Where the *Watchtower* subscription is not obtained, *Awake!* may be offered together with the gift packet of booklets. If a subscription cannot be obtained, then drop to "*Let God Be True*", on a 35c contribution, or eight booklets, on a 25c contribution. Further, exercise a diligent effort to leave in every home a copy of the new booklet *The Joy of All the People*.

The campaign offer also applies to foreign-language subscriptions and booklet stocks. The subscription rate for such remains the same as for the English *Watchtower*.

Increase Back-Call Activity

Special attention will be directed to reflecting the "only light" by back-call activity during the four-month campaign. In effect, campaign back-calling will be two old. First, revisit all previous literature obtainers and present the enlightening subscription offer. Second, put forth every effort to call back on new subscribers. On the first return visit take the latest issue of *The Watchtower*. Demonstrate its inestimable value in Bible study. Arouse further interest. Establish a home *Watchtower* study. That is our objective, though several calls may be required to accomplish it. If, as the *Watchtower* study progresses, a consideration of fundamental Bible truths becomes necessary, the alert publisher will opportunely introduce the "*Let God Be True*" study. Only by conducting home *Watchtower* and book studies can we give the needed vigilance and care that eventually leads men of good-will out of darkness into the marvelous light, out of religious bondage into association with God's organization.

Preparation Equals Success

Preparation as an organization and individually is a prime requisite to a successful *Watchtower* campaign. Therefore, servants, take notice! Advertising servants should order sufficient distributor copies of *The Watchtower* and *Awake!* to meet campaign needs. When increasing distributor copies please use the Magazine Distributors' Order Blank.

In addition to preparing booklet combinations, stock servants will ascertain the booklets needed for the campaign. If it is necessary to replenish your stock, bear this in mind: Before ordering from the Society be sure to check with near-by companies. If they are overstocked with booklets, supplies may be obtained from them. The servant to the brethren may lend his assistance in this, as he is familiar with company literature supplies in the circuit. If you cannot obtain the necessary stock from adjacent companies, *then* order from the Society. (See campaign letter for instructions on redistributing and ordering booklets.) With close company-cooperation most of the 17 million booklets in stock throughout the country will receive widespread distribution.

Territory servants should plan systematic coverage of company territory with the offer, giving particular attention to territories not recently worked. Back-call servants will carefully arrange the twofold back-call activity. Assistant company servants will be diligent to supply the names of inactive and irregular publishers to book-study conductors and other regular publishers so that aid may be offered these weaker brethren in Kingdom service. Accounts servants will prepare to handle the subscriptions as publishers submit them, and will post on the information board a list of foreign languages in which *The Watchtower* is available. Finally, company servants should assume oversight of the entire campaign organization, and plan informative service meetings with good demonstrations and field experiences. Throughout the campaign frequently reconsider pertinent parts of the *Watchtower* Campaign letter. Of course, all servants will take an exemplary lead in the field service.

Individual publisher-preparation means that each witness of Jehovah should be familiar with the contents of *The Watchtower* and its many features, and be prepared to present it publicly. It also means to be *Watchtower*-conscious in January, February, March and April! By the Lord's grace, the 1948 *Watchtower* Campaign will be an overwhelming success.

New Publications

Yearbook and Calendar

The 1948 *Yearbook* is now available for ordering. This book shows the advance of true worship in many lands and should be read by every publisher and person of good-will. The rate is 50c per copy. Also, the 1948 Calendar, with its attractive picture, and showing the year's text as well as the monthly texts and Testimony Periods, is available at 25c per copy, or 5 copies to one address on a contribution of $1.00. Companies should ascertain the total number of *Yearbooks* and Calendars needed by publishers and pioneers and send in their orders on the regular order blank, with remittance to cover. (The *Yearbook* and the Calendar are cash items.)

The Joy of All the People

Brethren should order supplies of this new 32-page booklet released at the Philadelphia assembly, November 23, 1947. This talk was given by Brother Knorr to audiences in Oriental, European and African lands. It plainly shows how the pagan doctrines as practiced by heathendom or as adopted by Christendom bring no joy, and then presents a clear, simple discussion of the need for a ransom and how it has been divinely provided for all men. A copy of this booklet should be included in each combination of eight booklets placed during the *Watchtower* Campaign. Companies should order sufficient supplies to meet their needs, having in mind that in many instances pioneers will be obtaining regular supplies from them.

Convention Photographs

The Society has photographs of the Los Angeles and Philadelphia national assemblies of 1947. There is available a selection of eight photographs, 8" x 10" in size, glossy finish, of the following scenes:

Los Angeles Assembly

1. Aerial view of Wrigley Field
2. Aerial view of trailer camp
3. Sunday afternoon session
4. Model service meeting
5. Compound picture of one session, trailer camp
6. Compound view showing four assembly features

Philadelphia Assembly

7. Inside convention hall
8. View of overflow hall

These may be had on a contribution of 25c each, or six prints to one address for $1.00, or eight for $1.50. Also, for framing and placing in the Kingdom Hall is No. 9, a large 15" x 20" aerial view of Wrigley Field on Sunday afternoon, available for a contribution of $1.00.

Companies should send in one order for all publishers and pioneers associated with them, specifying the quantity of each number. These are cash items and remittance must accompany order.

Transfer of Stock

Occasionally it is necessary for literature to be transferred between pioneers and companies. To clarify procedure in effecting such transfers, the following details are given.

The Society provides Transfer of Stock forms, and one form will be supplied upon request for each transfer authorized by the Society. When making request for a Transfer of Stock always inform the Society's office of the name of the pioneer or company to whom the transfer is to be made and the approximate value of the literature being transferred. If the account of the company or pioneer receiving the literature is in good standing, the Society will supply one Transfer of Stock form authorizing the transfer of literature. The total quantities of books, Bibles and booklets to be transferred should be listed in the spaces provided. All foreign language publications should be included in these amounts.

Upon receipt of the Transfer of Stock form properly filled out and signed, indicating that all literature is in good, usable condition, we shall make the necessary adjustments in the accounts and notify the company and/or pioneer involved by credit memo or invoice. Procedure for transfer in the case of pioneers being removed from the pioneer list is explained in the pioneer removal letter.

Foreign-Language Public Meeting Handbills

The Society has arranged to supply handbills to companies desiring to put on foreign-language public talks. These will be 25c per 1,000, and must be ordered in 1,000 lots for each subject to be advertised. No order will be filled for less than 1,000. The literature ad on backs will be in English, but the front will be in the foreign language in which the talk is to be given. The regular handbill order blanks should be used with all information shown. Attached to each order blank should be a sheet showing *full copy*, including title, for everything to be printed on the front of the handbill, translated into the desired language. At least six weeks to two months must be allowed for printing and shipping. All such foreign-language meetings will be arranged for by the company committee whenever they believe such advisable and where qualified speakers are available.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Spl Pios.		175.0	50.0	7.1
Gen Pios.	3,834	150.0	39 5	5.3
Co. Pubs.	70 534	14.5	3.6	1.0

October 1947

	Pubs.	Av. Hrs.	Av. B C	Av. Bk. St.
Spl Pios.	5 8	176.1	56.1	6.5
Gen. Pios.	2 726	143.6	38.9	5.1
Co. Pubs.	67,821	14.5	3.6	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held: 3,286

Publications Now in Stock

"*Freedom in the New World*"—Tagalog

"*The Truth Shall Make You Free*" Study Questions—French

Rotherham Bible

(NOTE: This Bible is one volume, and the company rate is $8.50. It is a cash item and remittance must accompany order.)